

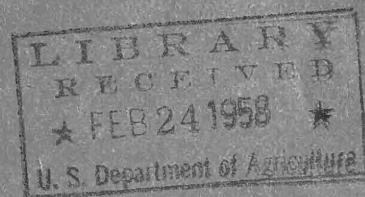
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Grass Seed page 20

GOULARD & OLENA, INC.
Pioneers of Custom Made Organic Plant Food
SKILLMAN, Somerset County NEW JERSEY

Our 1958 F.S.B.

Flower • Show • Broadside.



TESTIMONIALS

Yes, we believe in them and in every word of them, IF and PROVIDED they are genuinely voluntary and come "from the heart," with NO thought of FLATTERY, MONETARY GAIN or PUBLICITY. We have hundreds and hundreds of such and they all mean honest expressions of fact and the truth.

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From Wellesley Hills, Mass.:

MR. STRAWBERRY BIG

"Last year we bought 5-lbs. of your 'Mr. Strawberry Big' and used it on two short rows of strawberries. Never has anyone had better luck with strawberries than we did. There were better than 40 quarts from two 15-ft. rows, and even better, the berries were 'big berries' for the whole growing period. I am a staunch supporter of 'Mr. Strawberry Big' and also take delight in the name!"

From York, Penna.:

"Your materials are really and wonderfully effective and we would be lost without them."

From Chicago, Illinois:

TOMATO FOOD

"Your Tomato Food is really wonderful. I had double the Tomatoes last year and I am telling all my friends and neighbors about it."

From Ohio:

"I am a raiser of roses and I use your ROSE FOOD, but I have to drive to Piqua, Ohio, to get it. Could I order it from you by the hundred pounds? I use a lot of it and I think it is the best Rose Food I have ever used. Thank you very kindly for an early reply."

From Beacon, N. Y.:

"Your Rose Food is wonderful. We picked the most beautiful roses this morning — October 15, 1956.

From Detroit, Mich.:

"Just by chance I became a user in a small way of your G&O Tomato Food. I would like to say it is everything that you claim it to be. I have been very much pleased since what fruit I did receive was large (anywhere from 11 oz. to 20 oz.)."

From Athens, Penna.:

"Our Tomatoes were the best we ever had, due to your Special Tomato Food."

From Louisiana:

"Last summer I was visiting in Illinois and I bought a package of your Tomato Food, 3-12-13, no-filler. I had such good luck with it that I am writing this to find out where the closest place is to me where I can buy some more."

From Willmar, Minn.:

"I have used your DREAM LABELS and find THERE ARE NONE TO COMPARE WITH THEM."

From Lawrenceville, N. J.:

TOMATO FOOD

"Please send me some more of that wonderful Tomato Food that I had last year. I do not know the cost but will remit when I get your bill."

Continued on Page 3



GOULARD & OLENA, INC.
Pioneers of Custom Made Organic Plant Food
SKILLMAN, Somerset County NEW JERSEY



PHONES:
HOPEWELL (N. J.)
6-0600 and 0601

Dear Flower Show Patrons and Gardeners Everywhere



Fifty years is a mighty long time to have been permitted the privilege of exchanging greetings with you in these kind of messages and in so many other ways like the various garden conventions, and of course at the International Flower Show now being held in the early spring at the New York Coliseum, but which for so many years was the annual attraction at New York's Grand Central Palace.

Haven't we all had a pleasant trip "down Memory Lane?" Some tough times, to be sure, but few compared with the "Better Times." Remember the next Flower Show opens at the N. Y. Coliseum on March 9, 1958, and we hope that Providence will bring us together again and that we can there meet your children and even your grandchildren and help produce for them the same beautiful lawns, trees and gardens that we have been helping you to cultivate for a half century. Times change and the "world moves on," but so have the RESEARCH efforts of G&O. The BASIC and ORGANIC growing fundamentals of plant life have not changed too much, but the kind and availability of such organics have, based on "short" markets.

We have a tendency to talk more about plant foods than INSECTICIDES and FUNGICIDES in which we have been called "EXPERTS" for years. We cover a lot of that experience herein.

FOR BETTER GARDENS ALL OVER THE WORLD,

GOULARD & OLENA, INC.



Harold G. Olena.

VICE-PRESIDENT & TREASURER

P. S. THOSE PREMIUM DISCOUNTS ON PAGE 28 DESERVE YOUR STUDY.

TESTIMONIALS Cont.

From Carmel, New York:

GOULARD'S FORMULA

"We do wish you could see the wonderful lawn resulting from your grass seed and Goulard's Formula. Our yardman, considered the best in these parts, thinks the lawn food the finest he has ever used, and our new lawn the best in Putnam County. Really, it is a joy — green velvet with not a weed!"

From Machais, Maine:

TOMATO FOOD

"Last year we had your circular recommending a special food for Tomatoes. We sent for some, used it on our Tomatoes and we had the best Tomatoes we ever raised in spite of a very unfavorable season. We need more so will you please send your latest prices."

From New York City, N. Y.:

TOBACCO POWDER

"A 'bonus package' of your Tobacco Powder had astonishing results in my window boxes. The 'good' topsoil always previously became cement-hard after a winter's exposure to soot, etc. The spring following use of your product, it was as fine as face powder (well, practically speaking) and I wish to thank you for introducing it to me and a fine flock of petunias to the world."

From Newton, Mass.:

ROSE FOOD

"Can you please tell me who handles your Rose Food 7-8-5 Special. Of all the Rose Food that I have used, have never found anything to take its place. It is the best. I could not get it last season until very late in the summer and my roses as a consequence did not grow right so please tell me what Nurseries carry it."

From Minneapolis, Minn.:

TOMATO FOOD

"I have used your G&O 3-12-13 Tomato Plant Food for two years. I have been growing tomatoes for twenty years and

never did I have such fine tomatoes. What surprised me the most was that they matured so early since using G&O 3-12-13. I was the envy of the neighbors. I was picking ripe tomatoes three weeks before anyone else. Not just one or two but by the pailfull and such large and blemish free tomatoes. Everyone asked me what I used to make them grow so well. But I must confess I would not tell them what I used, as I felt too proud of being such a super gardener. Thanking you for putting such a fine product on the market."

From Brooklyn, New York:

ROSE FOOD

"Please excuse my sending letter for the catalog as offered, instead of sending postal as requested. I have used your Rose Food now for the last five years and have obtained good results so I wished to advise of my thanks and thought it the time to express same and at the same time ask that you send the catalog for which I hereby offer my thanks and best wishes."

From Queens Village, Long Island:

ROSE FOOD

"I have been a satisfied user of some of your products for more than 20 years with special emphasis on the Rose Food as well as the Bulb and Azalea-Rhodo fertilizers."

From Waterford, New York:

TOMATO FOOD

"Enclosed find check for more Tomato Food. I used up the other you sent and must say that I have a wonderful bed of Tomatoes. Next season I will send early and get ALL of my fertilizer from you. Be sure and put me on your list for next year's catalog."

From Independence, Missouri:

ROSE FOOD

"We have been using your Rose Food (Special, no-filler 7-8-5) for some time and like it better than any that we have ever tried. Will you please tell us who handles it in Independence, Missouri."

THE NATIONAL



ROSE FOOD

ROSE FOOD

7-8-5

"OUR BIGGEST SELLER"

ORGANIC — NO-FILLER — LASTING

Our Regular Directions For Planting A New Rose Bush

DIG the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 2" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.

THE right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Mento Phosphorus and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.

ALL the work and expense is repaid a hundred times when the first bud bursts forth, and the petals of a gorgeous rose unfold.

It's the KIND of raw material in the 7% Nitrogen, 9% Phosphoric Acid and 5% of Potash, that makes a sick old plant come back to life again, and the new plants become more beautiful than ever.



OUR 30 YEAR PRIDE AND JOY

How to feed a Rose Bush already planted

- 1—Roses love a friable, dampish (not wet) soil. Work into the soil as deep two (2) cupfuls of finely powdered Tobacco Powder (page 9) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.
- 2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top of the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.
- 3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.
- 4—During early June — Repeat No. 1.
- 5—During early August — Repeat No. 2.

PREPAID PRICES

1 lb. Pkg. @ \$.59
5 lb. Pkg. @ 1.19

10 lb. Pkg. @ \$1.98
25 lb. Pkg. @ 4.49

50 lb. Pkg. @ \$ 7.79
80 lb. Pkg. @ 10.79

ROSE DUST or SPRAY

INSECTICIDE

NOT A POISON

FUNGICIDE

Pests, Pests — all kinds on your beautiful flowers.

Have a can of Rose Dust or Spray in your closet. Just shake the can (with the sifter top) over those pests, or you can use it as a spray. Little effort and sure kill, and that is what you want.

CONTROLS THESE PESTS ON THESE PLANTS

APHIDS
SAWFLY
FLEA BEETLE
TENT CATERPILLAR
PHLOX BUG
MILDEW

ROSES
"MUMS"
VIOLETS
ZINNIAS
TULIPS
PETUNIAS

BLIGHT
RED SPIDERS
ROSE CHAFER
"JAP" BEETLE
FALL WEBWORM
TARNISHED BUG
BLACK SPOT

COSMOS
"GLADS"
PANSIES
PEONIES
GERANIUMS
HOLLYHOCKS
ASTERS

ANTHRACNOSE
ROSE SLUGS
WHITE FLY
BLISTER BEETLE
GLADIOLUS THRIP
CABBAGE LOOPERS
LEAF SPOTS
RUST, ETC.

PEAS
PHLOX
DAHLIAS
MARIGOLDS
NASTURTIUMS
ETC., ETC.

World's Best Analysis For Roses

ACTIVE INGREDIENTS	
Dichloro diphenyl trichloroethane, DDT	5.00%
Ferbam (Ferric dimethyl dithiocarbamate)	7.00%
Rotenone	0.75%
Other Cube Resins	1.50%
Gamma Isomer of Benzene Hexachloride (From Lindane)	0.50%
Sulphur	20.00%
INERT INGREDIENTS	
.....	65.25%
.....	100.00%

PREPAID PRICES

½ lb. Dusting Top Canister @ \$.69
For ½ dozen Roses for season
1 lb. Dusting Top Canister* @ 1.29
* Experiment first with this size package that covers 10 large bushes, 3 doses.

Fungicide Directions

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Roses, Chrysanthemums, Asters, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

5 lb. Pkg. @ \$4.19
10 lb. Pkg. @ 7.98

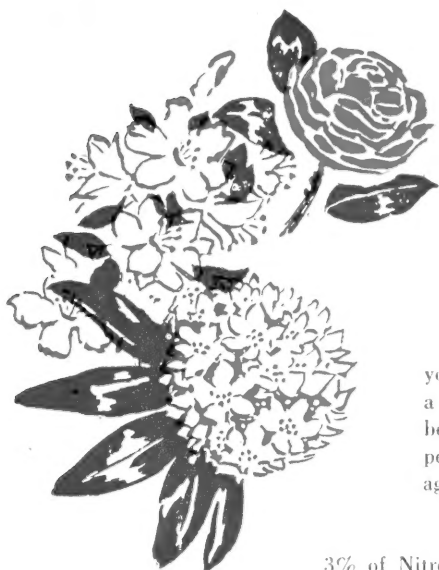
SPECIAL PRICES ON LARGER SIZES
SEE LABEL DIRECTIONS



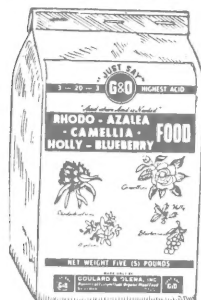
RHODO • AZALEA • CAMELLIA FOOD

Highest Acid Food 3-20-3

**FOR RHODO • AZALEA • HOLLY • MT. LAUREL • CAMELLIA
DOGWOOD • BLUEBERRY • ETC.**



NO FILLER



3% of Nitrogen, 20% of Phosphoric Acid (nearly twice as high as any existing formula today) and 3% of Potash. These plants are "inebriates" for acid food. Apply in April or May and again 3 weeks later. Four cupfuls (coffee cup size) to a plant 3 feet high. Proportionately more or less for varying heights. Chop it in 2 inches deep and soak down with water. Just before the first frost give 'em another feeding—same amount—and see how they open up the next spring. Make a "show" plant out of the average plant. FLOWER SHOW PRIZES FOR SPECIMEN PLANTS FROM THIS FORMULA.

Try as little as 5 pounds to a 4' x 4' plant of poor color. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water. Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time.

Try this, too—Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 9) worked into the soil all around these plants for three good reasons: (1) The pH goes down; the acidity goes up. (2) The soil is made friable and "woody" (like forest soil). (3) Those white root maggots are controlled.

1—DO THIS BEFORE END OF APRIL: Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.

2—A MONTH LATER: For plants about 3' high and the same size spread, broadcast by hand two glassfuls (tumbler size) of G&O 3-20-3 Acid Food evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.

3—DURING AUGUST: Repeat No. 2.

PREPAID PRICES

2 lbs.@ \$.79
(enough for 4 plants)

5 lbs.@ 1.19

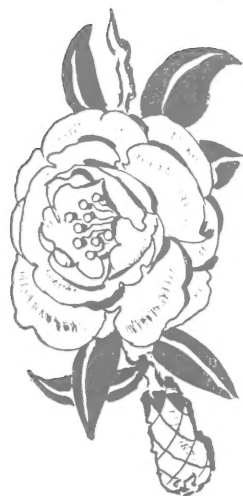
10 lbs.@ \$1.98

25 lbs.@ 4.49

50 lbs.@ \$ 7.79

2 - 50 lbs.@ 12.98

All packages have a laminated Polyethylene Liner so that Acid cannot affect the outside package with printed directions.



CAMELLIA FOOD

NO-FILLER

5-3-2

**For our DEEP SOUTH and NEW ORLEANS patrons
(Reduced for Southern Consumption)**

Probably no mention of this formula made in any other publication in the world.

ALL through the Louisiana Parish Country, rather peculiar growing conditions exist for CAMELIAS, GARDENIAS and AZALEAS. They love "organic" nitrogen and here it is 100%. It figures out 3% Nitrogen, 6% Avail. Phosphoric Acid and 12% actual Potash even though it's known as a 5-3-2 (Parts)

This is known as the HUMES or DAUNOY CAMELLIA RECIPE and WE are EXCLUSIVE MAKERS AND PACKERS OF IT.

PREPAID PRICES

5 lbs.@ \$1.29
10 lbs.@ 2.19

25 lbs.@ \$4.79
50 lbs.@ 7.98

OUR "ONCE A YEAR" BIGGEST BARGAIN!

ENLIGHTENING — But still horrifying

It's only been a year since we made this same \$10.98 offering. Please listen to what's happened in that year and begin to WONDER how ANYONE could battle this thing out today.

The freight rates have been JUMPED THREE TIMES. The lowest cost for hauling a 100 lb. bag a couple of hundred miles is an average of \$3.25 (station to station). If you haul a 25 lb. bag of Bone, or even parcel post it, you could figure a MINIMUM of \$2.00. So right there you've got \$5.25 "shot" for transportation charges alone and then we give you FREE a 25 lb. bag of BONE (for your bulbs, roses, annuals, etc., that we sell for \$2.85 and that totals \$8.05 out of \$10.98 leaving \$2.93 net. For such an offering which we limit to 20 Deals of 125 lbs. per Deal or 2500 lbs. to any one customer. Otherwise dealers could "take over" our production at such a price.

NO-FILLER



**YOU
GET
THIS**



**AND
ALSO
GET
THIS!**

**IMAGINE
125 Lbs. TOTAL**

**BOTH
FOR
\$10.98
PREPAID**

The Usual Charge Is \$16.68 Delivered

"Betcha" wondered if this bargain page was going to be in the F.S.B. again this year. Well it is! Bone and all, and Bone is in a tighter spot in '58.

A ALWAYS — the BEST and BIGGEST MONEY SAVER ON PLANT FOOD and FREE BONE MEAL. Thousands thumb through this catalog (it's only offered ONCE A YEAR) to find and buy it. CAUTION, order early or you could be disappointed.

A 5-10-5 Fertilizer can be made with 300 to 1100 lbs. of filler (sand or anything as worthless for Plant Food) in a ton, and qualify under the law BUT our NO-FILLER HIGH ORGANIC PRIZEGRO cannot stand adulteration because there is no room left in which to add a filler. Why spend \$80.00 for a ton of 5-10-5 and get \$44.00 worth of sand or filler.

Our formula feeds progressively in wet or dry periods. Begins working at once and then as plant needs more food, the organics release a further supply for 6-8 months. One or two feedings a season and that's all. See directions on package.

TRY THIS — When Tomato Plants are set out apply one (1) heaping tablespoon of PRIZEGRO and about a quart of water and one month later apply two big tablespoonfuls of the Bone Meal. Try this combination dosage right alongside of any other kind or kinds of Commercial Fertilizer you have used before. THAT'S YOUR ANSWER. AMAZING.

100 LBS. FEEDS A GARDEN 6,000 SQ. FT. (60 x 100)
100 LBS. FEEDS A LAWN 6,500 SQ. FT. (65 x 100)

ONE (1) Teaspoonful to mature strawberry plants doubles yield.
½ Cupful to Shrub 2' high x 2' wide is astounding, even into second year after application.

Being HIGH ORGANIC — one feeding equals 3 of many formulas. In most cases, these are big PRICE reductions considering that FREIGHT, EXPRESS and PARCEL POST RATES are "in the clouds," and for this DEAL the price has been the same for TWO YEARS.

VERY, VERY IMPORTANT

Please Read — and Even Read Again

Remember, Our Offer on This Page Does Not Include Any Gifts Shown on Page 28

The BONE MEAL is the one and ONLY GIFT in itself.

**"Tops" All Organic Base Plant Food Offers for Over-All and General
Utility Lawn — Flower — Shrub — Fruit — Berry and Vegetable Use.**

Read Page 31 — TERMS OF THIS PRIZEGRO and "BONUS BONE DEAL" — Read Page 31

PRICES given in this F.S.B. (that means every product) INCLUDE DELIVERY AND SHIPPING EXPENSE TO DESTINATION up to and including points EAST of the MISSISSIPPI RIVER on ALL SIZES EXCEPT the 100 lb. and larger sizes and on such sizes we LIMIT THE FREE DELIVERY TO POINTS WITHIN 500 MILES OF NEW YORK CITY AND PHILADELPHIA. (Our plant is just midway between these cities.) Example — 100 lbs. PRIZEGRO and 25 lbs. of BONE MEAL (total of 125 lbs.) is prepaid up to 500 mile distant points. Two separate packages inside of shipping case or hamper. If you live beyond this generous mileage limit ask us for extra shipping charge which cannot be too much in any case.

AND THE GATE OPENS FOR SMALLER GARDENS, TOO.

PREPAID PRICES

100 lbs. with 25 lbs. "No Cost" Bone Meal	@	\$10.98
50 lbs. with 15 lbs. "No Cost" Bone Meal	@	6.89
25 lbs. with 10 lbs. "No Cost" Bone Meal	@	4.59
10 lbs. with 5 lbs. "No Cost" Bone Meal	@	2.89
5 lbs. with 2 lbs. "No Cost" Bone Meal	@	1.69

Note: Two (2) lbs. Bone Meal will feed 36 bulbs.



BULB FOOD

America's Only 15% Potash Food

FOR:

**DAHLIA • GLADIOLA • LILY • HYACINTH • IRIS
PEONIES • DAFFODILS • TULIPS • NARCISSUS • ETC.**

DISEASE RESISTANT FORMULA

**It's the Potash These Flowers Need and Get With Our
Triple Strength Potash Bulb Food**

**A 5 lb. Package Treats 45 Bulbs
in One Feeding**

5-6-15



YES NO-FILLER

SINCE Gardeners have learned that they can get this "26 unit," 15% Potash Formula for Bulbs (exclusively made by us) our tonnage output, all over the country has now multiplied many times. Simply unbelievable.

The analysis is 5% of Nitrogen, 6% of Phosphoric Acid and 15% of Potash (nearly 3 times the Potash content of any available "Do Everything" formula). How they love potash. So why deprive them of Potash? Right today there are thousands of good professional and amateur growers of Dahlias and Glads who are "getting set" to take prizes at the Fall shows. Even to them we say give a few of your "hopefuls" a tablespoonful of this formula in Spring, July and again in the middle of August. The directions are on every package of each kind of food. You can't err. "Use water with food."

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4% —7% and 8% Potash—totally inadequate.

A tablespoonful per plant of this Food in Spring, July and again in August has meant many a prize and all due to that excess Potash. Full directions on package.

PREPAID PRICES

2 lbs.@ \$.79
(FOR 1/2 DOZ. BULBS, 3 FEEDINGS)

5 lbs.@ \$1.19
10 lbs.@ 1.98

25 lbs.@ \$4.49
50 lbs.@ 7.79

9-7-4



EVERGREEN • TREE & SHRUB FOOD

**FOR: EVERGREENS • TREES • SHRUBS • ORNAMENTALS • HEDGES
AND FRUIT TREES • CLIMBING VINES • ETC.**

**NOT AN
OUNCE OF FILLER**

The plainest little cottage becomes a charming home when plantings of trees and shrubs are used.

Keep them beautiful by feeding them properly and every 6 months.

AS a manufacturer of FISH, BLOOD, TANKAGE, GO-NITE, BORON, IRON and MAGNESIUM base PLANT FOODS, we get reports from Nurserymen as to their unusual, lasting results from the use of our EVERGREEN FOOD. As one food is exhausted the next available organic continues the feeding and only with our 9-7-4 does that action go on for 6 months. It only costs about 1/10th to 1/15th as much for the Tree Food as the tree itself costs so never let a nice tree or shrub go unfed.

THERE is a general tendency by all property owners to let these kind of Plantings "GO IT ALONE" once the Nurseryman or Landscaper has planted them. That's a pity because Ornamentals only ask for very little help and respond to it beautifully. Especially in these "developments."

We have seen sick, spindly Yews marked for replacement get 4 or 5 feedings with our high Organic 9-7-4 and make thick, beautiful plants in less than three years.

Prove it — buy 5 or 10 lbs. and apply as package direction say. Also

keep digging in Compost, Grass Clippings and TOBACCO POWDER.

The TRENCH system of feeding does better on Foundation plantings although in TREE FEEDING the POST HOLE system is more practical which is nothing more than making a series of rings (with holes) around the tree and to the extent of the lowest branch spread. The larger the tree the more holes required.

Instead of measuring the tree's trunk diameter just take a cupful (coffee cup size) of this FOOD for EACH HOLE, fill holes with water three times around and then earth to fill those holes. Do this in early Spring and late Autumn each year.

PLANTING—Make the hole plenty wide enough with straight side walls and flat bottom. Set aside the first 8" of top soil and mix with Tobacco Powder and some Peat Moss for holding moisture.

Lay a stick across the hole at ground level and then drop your plant in the hole and 3" below the top roots. See further feeding directions on our packages. Use 5 lbs. to tree 5' high and 4' wide about 2' from trunk.

PREPAID PRICES

5 lbs.@ \$1.19
50 lbs.@ \$7.79

10 lbs.@ \$1.98
2 - 50 lbs.@ \$12.98

25 lbs.@ \$4.49

SPECIAL TOMATO FOOD

3 - 12 - 13
NO - FILLER

BONE FLOUR • BLOOD • FISH • IRON • GO-NITE

3 - 12 - 13

Organics with Phosphorus 12,% Potash 13%

When we made and marketed our first batch of TOMATO FOOD about nine years ago, and knowing then that 3% of Nitrogen (the right form of Nitrogen), 12% of color-making Phosphorus and 13% of disease preventive Potash with Iron and the trace elements was different and better food, we still knew that the Tomato was in "for a tough and long test."

Well — we can skip the details and tell you that once this formula of 100% plant food got into circulation we had to pack and ship carload lots of it within four years and it's been beating a path ever since all over the mid and far West, down South, throughout the East and wherever big acreage of Tomatoes are cultivated. It reached that stage in half the time of other specialty foods, so it must have "SOMETHING" to merit your trial order.

It's about time we bowed to and acknowledged this TOMATO growth and its prominence in America, because statistics show that over 10,000 acres of TOMATOES are grown in EVERY state of the union. Think of that. Almost ½ million acres of TOMATOES. California ALONE grows 125 thousand acres a year. Then Texas with over 80 thousand acres.

Note that we are even packing a two (2) lb. size for the real small gardener with 4-6 plants for 3 feedings. A "revelation" formula like this should be available to all. Full directions on every package. Never deteriorates or unduly cakes.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorus. If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better. Full directions on package.

PREPAID PRICES

2 lbs. (4-6 plants, 3 feedings)@ \$.69
5 lbs. (10-16 plants, 3 feedings)@ 1.19
10 lbs.@ 1.98

25 lbs.@ \$ 4.49
50 lbs.@ 7.79
80 lbs.@ 10.79

* SPECIAL PRICE — For order of 6 - 80 lb. bags deduct an extra 5%



CONTEMPORARY PRODUCT

TOMATO - POTATO DUST or SPRAY

TO IMPROVE THE EFFECTS OF THE FOOD

Season's Protection, Per Plant, Less Than 1½ Cents

THERE are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on these kind of vegetables and particularly tomatoes and potatoes. The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetle, melon worm, etc., because a slow acting insecticide permits greater damage to be done and then all kinds of plants are in such weak condition as to make fungus attack like Mildew and Blight just that much worse and harder to control. With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in the 1 lb. perforated top canister and then also in the 5 lb. package for the gardener who has from 50 to 60 plants.

PREPAID PRICES

1 lb. Canister (enough for

½ lb. \$.69

10 plants—4 times) @ \$.89

5 lb. Pkg.@ \$2.49

10 lb. Pkg.@ \$4.49

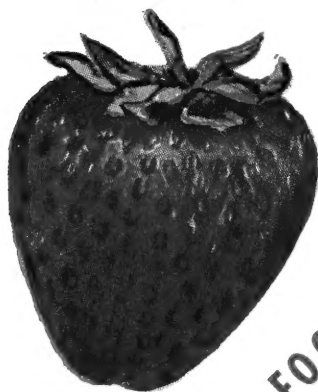
25 lb. Pkg.@ \$9.98



Sifter top saves
cost of dust

SPECIAL

"They Call Me"



MR. Strawberry BIG

Space prohibits an "essay" on this, the highest formula (by 60%) and best balanced STRAWBERRY (and all other berry plants) PLANT FOOD ever produced. To prove it, we openly print formula.

Here is the formula for all to see:

- 50 lbs. Nitrate of Soda (for a little 20 day salty start)
- 200 lbs. Sun dried Fish Scrap
- 200 lbs. Blood Tankage for semi-fast feeding
- 300 lbs. Bone Flour for high phosphorus
- 100 lbs. Cottonseed Meal
- 1015 lbs. 20% Phosphate and Triple Superphosphate
- 135 lbs. Potash

2000 lbs. Again, no chance for a filler

Just use a level teaspoonful in a ring around a plant or a pound to 25 running feet of row (both sides) in the spring of the fruiting year. On some check plots, use none of this formula or any other kind of Fertilizer and that comparison will prove the value of SPECIALTY PLANT FOOD. Because the dosage is so small our prices for a 3-13-7 with 85% of the best Organics available would be LOW even if they were twice as high. Application for an acre — 700 lbs. Start now to build a permanent Berry soil.

POSTPAID PRICES

5 lbs.	\$1.19	25 lbs.	\$4.49
10 lbs.	1.98	50 lbs.	7.79

Deduct 5% on order of 500 lbs.

STRAWBERRY FOOD

3-13-7



85% ORGANIC NITROGEN

TOBACCO POWDER

**Try it for lawn slugs
40 lbs. to 1000 sq. ft.**

Do you know HOW SCARCE good TOBACCO POWDER is to buy?

We mean the pure straight HIGH NICOTINE fine POWDER. Chances are only ONE out of 100 stores have it, and only then at prohibitive prices, because gardeners are learning daily that they can CONDITION the "meanest, low down clay and shale soil" with TOBACCO POWDER, when Peat Moss and other conditioners won't do it. Preparing ROSE BED SOIL will prove THAT in ONE season. Mix in POT or WINDOW BOX EARTH. EVERY PENT HOUSE with GROWING PLANTS SHOULD ALWAYS HAVE 25 to 50 lbs. of TOBACCO POWDER on hand.



The popularity of TOBACCO POWDER is established wherever and whenever any gardener uses it. Not so much for its plant food value of 2% Nitrogen and also Phosphorus and Potash, valuable as they are, but it "DOES SOMETHING" to good or poor soil and especially the latter, that Peat Moss, Compost, etc., fail to do. It "FLUFFS" up any soil. It repels root maggots and wire worms. Holds water longer. Fine for bulb storing. Safe, non-poisonous.

When planting a shrub about 2' high and 2' wide, mix at least 2 lbs. of Tobacco Powder with the subsoil (below topsoil). Do the same for CAMELLIAS, RHODOS, and Acid plants.

PREPAID PRICES

1 lb.	@ \$.59	25 lbs.	@ \$ 3.69
5 lbs.	@ 1.19	50 lbs.	@ 6.49
10 lbs.	@ 1.89	2-50 lbs.	@ 10.98

**Hopewell Valley
GOOD EARTH**

For Indoor-Outdoor Potted Plants



SEEDS GERMINATE IN IT without mixing with other earth. The only object in such mixing is to reduce cost, proof enough this must be better and different. PACKED IN POLYETHYLENE BAGS. Contains cow manure and vermiculite.

Using a newspaper spread open on the floor or table, mix thereon one (1) cupful of this ORGANIC GOOD EARTH with 3 to 5 cupfuls of screened topsoil.

Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seeds. No excess moisture needed. Feeds for a year. BETTER AFRICAN VIOLETS.

This bulky organic vegetable and animal soil retains moisture longer and prevents soil caking in pots, window boxes, greenhouse benches, etc. DO NOT confuse this product with those marketed packages of ORDINARY TOP SOILS that look like your own garden soils.

SMASH PREPAID PRICES FOR WINTER-SPRING

5 lb. Polyethylene Package	@ \$.98
(Enough for 6-10 pots, depending on size)	
10 lb. Polyethylene Package	@ 1.79
25 lb. Polyethylene Package	@ 3.79
50 lb. Bulk for outside use	@ 4.98
(a new demand size)	

**"BED DOWN" THIS SPRING WITH
Genuine — Unadulterated**

CATTLE MANURE

A pity we've run out of space. This product deserves a full page because once you have seen an animal manure that is a dark rich shredded product (like 1/4" lengths of cut brown straw) direct from the feeding pens as our buyer did, you'll know that your garden beds and everything have at last got a chance to meet and receive a load of the REAL THING and not something with 95% of straw, peanut hulls and peat moss and only 5% of manure. Our analysis is 1.85% Nitrogen, .75% Phosphorus and 1.75% Potash. Full directions on package.

You've probably tried them all and swore you'd never buy commercial manures again. Relent and recondition (as a test) a 300 or 400 sq. ft. area of your garden soil this year under our GUARANTEE that you will get the genuine. We must be right or we couldn't sell so many carloads.

PREPAID PRICES

5 lbs.	\$.98	25 lbs.	\$3.49
10 lbs.	\$1.79	50 lbs.	\$6.29

NO-FILLER 8-15-5
BEST FOR SPRING OR FALL USE ON
NEW, OLD OR RESEEDING JOBS.

GOULARD'S FORMULA

*Where Experts Gather, They Agree, There Can't Be
Anything As Well Made As Goulard's Formula.
Welcome To A Sample On Request.
To Be Applied In The First Two Weeks of March.
For Spring or Summer Use on New, Old or
Reseeding Jobs*



HERE IS the HIGHEST TEST and BEST LAWN FOOD probably ever made in the U.S.A. Possibly the highest ORGANIC CONTENT you have ever heard of is 50% and maybe nearer 25% (after the "lab" gets through with it).

BUT HERE IS 100% ORGANIC NITROGEN in GOULARD'S FORMULA and mark this, ONLY about 1/5 of that 100% ORGANIC NITROGEN is present in water soluble or so-called quick pelletized form. We could maybe cut the price 35% by going "all out" on WATER SOLUBLE crystal pellets and still remain qualified under state registrations to claim 100% ORGANIC but oh! — without that Blood, Fish, Tankage, Cottonseed, Boron and six other essential trace elements, your lawn would so suffer that you might just as well go back to buying a commercial farm filler fertilizer to grow hay and costing a half or less than GOULARD'S FORMULA.

For LASTING PROOF, apply 15 lbs. of GOULARD'S FORMULA to a 1000 sq. ft. of your average lawn area and right along side of this put on 20 lbs. of any OTHER FERTILIZER to 1000 sq. ft. Look at the two areas a year hence and especially after a dry spell. Follow directions on the package. That's a difference of 1/3rd less of GOULARD'S FORMULA. Ever been offered a chance to buy a lawn food having 8% Nitrogen, 15% Phosphorus and 5% of Potash with 100% of the Nitrogen derived from organic materials, viz., dried ground blood, meat tankage, ground fish

scrap, Go-Nite and cottonseed meal?

Whether a new lawn or renovation job insist on GOULARD'S 8-15-5 FORMULA.

Experiment Stations report chronically low phosphorus content of all soil. We consider even 10% too low for Fall or Spring feeding and so will you, after using 15% which you probably have never even been able to buy in branded mixed fertilizers.

PREPAID PRICES

25 lbs.@ \$5.98 15 lbs. (for 1000 sq. ft.)@ \$3.98 50 lbs.@ \$10.98 80 lbs.@ \$14.79

IF YOU STILL HAVE ANY DOUBT, WRITE FOR A SAMPLE THAT TREATS 4 SQUARE FEET WHICH MUST BE APPLIED DURING FIRST 2 WEEKS OF MARCH.

10-6-4

HYGANIC
For

NO-FILLER

Turf, Superfine Lawns & Specimen Trees — Ornamentals

THIS has, for 20 years, been a standard high ORGANIC food for specimen trees as well as prize turf. Its organic content is over 20% less than Goulard's Formula.

Greenkeepers, Park and Private Estate Superintendents, Landscapers, etc., have branded HYGANIC as a "pedigreed" product. With only "word of mouth" praise our tonnage output has been consistently higher every year. "Buy a bag and see" for yourself. That way is better than "tons" of talk.

In general, good grass or lawn turf needs a lot more Nitrogen than is required for Flowers, Vegetables, etc. You can say the same thing when it comes to feeding TREES. Then again LAWNS and TREES don't need nearly as much phosphorus and potash as these other plants. Just the right amount of phosphorus for a rich, deep color and potash to resist root disease.

Here again is where the KIND of ORGANIC NITROGEN is what counts and gives a real result, even on poor soils. Quick acting Nitrogen accomplishes about one thing — a spectacular showing within 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and used annually in carload

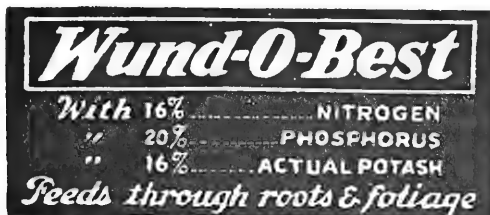
and truckload lots by Golf Greenkeepers and Tree Experts. These professionals are not visionary or theoretical but are hard working, down to earth folks who can look at a section of grass or a tree at a long distance and usually hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of 15 lbs. per 1000 square feet, broadcast by hand or with wheel spreader, during March-April or in September for Fall seeding and 10 pounds more over the same area (to crowd out the "crab") 6 months later will convince you that our professional trade know what they are doing. Note the protracted dark green beautiful color. Let's call it the Fish and Blood color. Get rid of that yellow jaundice July hue with "RUN OF PILE" commercial fertilizers. Follow directions on package for tree and evergreen feeding.



PREPAID PRICES

25 lbs.@ \$3.89 50 lbs.@ \$6.98 80 lbs.@ \$9.89
(Enough for 1650 Square Feet of Lawn Area)



A Measuring Spoon in Every Package and Full Directions

16 - 20 - 16

ANALYSIS

16% NITROGEN
20% PHOSPHORUS
16% POTASH

For NO reason these PRICES have again BEEN CUT. We predicted that some day the gardeners would "hook on" to WUND-O-BEST and HOW they did last year and then the same customers kept repeating without any urging from us. The fact is we are now underselling all competition by about 50% and it can't stay that way forever.

WUND-O-BEST is a light yellow colored CRYSTALLINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash.

It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster. Perfectly balanced and above all it is sanely priced and in fact 5 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about 1/3 less than WUND-O-BEST.

NEW STYLE OF PACKAGING

In addition to our TIN packing we are now putting a POLY-ETHYLENE liner bag in the can. Thus the contents can be stored.

- (1) Goes to work within a half hour in feeding Nitrogen, Phosphorus and Potash to foliage and roots and within two hours of complete SOIL feeding to:

Roses	Hedges	Berries	Perennials	Evergreens
Fruits	Annuals	All Flowers	Lawn Turf	Rhododendrons
Vegetables	Shrubs	Azaleas	House Plants	ETC. — ETC.

- (2) Safe. Cannot burn when used as directed.
- (3) Non-poisonous, odorless, harmless to skin and clothes.
- (4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkling can as an applicator.
It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy — plus.
A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old standby.

MIXING WITH INSECTICIDES — FUNGICIDES

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticides. This combination is good practice for results and labor-saving.

PREPAID PRICES

1 lb. Pkg.	\$1.29		
5 lb. Pkg.	@ \$2.89	25 lb. Pkg.	@ \$ 9.69
10 lb. Pkg.	@ 4.59	50 lb. Pkg.	@ 17.89

20% SUPERPHOSPHATE

WE do not know of one State in the Union where the phosphorus content of soil is not far less than needed. Every State bulletin, to our knowledge, keeps "harping" on this. Consequently we began 20 years ago packing this item for you and today we pack carloads and give full directions on packages. It's low priced so keep a couple of bags on hand and use 4 lbs. per 100 sq. ft. of garden or lawn area and watered in. Big demand.

SUPERPHOSPHATE is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results. Polyethylene Liner Packages.

PREPAID PRICES

5 lbs.	@ \$.98	25 lbs.	@ \$3.89
10 lbs.	@ 1.89	50 lbs.	@ 6.98

48% TRIPLE SUPERPHOSPHATE

SOMETIMES called DOUBLE Superphosphate but really it's 2½ times, and there are thousands of Gardeners who want, but CANNOT GET this product anywhere in their local areas.

Could prove economical by using 1½ per 100 sq. ft. instead of 4 lbs. Also use a tumblerful to a bushel basket of Compost and wet down. When planting small fruit trees use a tumblerful with the dirt from hole and soak the replaced earth. You're after color, you know.

PREPAID PRICES—5 lbs. @ \$1.49, 10 lbs. @ \$2.39

COTTON SEED MEAL

SURPRISING how many customers buy our Cotton Seed Meal with almost 7% of Nitrogen and 3% of Phosphorus and especially growers of CAMELLIAS, HOLLY, AZALEAS and other ACID LOVING PLANTS and even thousands of ROSARIANS use a handful per bush yearly. It must please or else we would not sell carloads. Use 3 lbs. over a 100 sq. ft. of lawns or in flower beds. One of the best, surest result ORGANICS available and priced correctly for your limited needs. Popular sizes*.

So many bought the 25 lb. size last year we are now packing a 50 lb. size.

PREPAID PRICES

5 lbs.*	@ \$1.29	25 lbs.*	@ \$4.98
10 lbs.*	@ 2.39	50 lbs.	@ 8.98

SULPHATE OF AMMONIA

ANOTHER nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

PREPAID PRICES

5 lbs. @ \$.98	10 lbs. @ \$1.79	25 lbs. @ \$3.89
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NITRATE OF SODA

THIS material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

PREPAID PRICES

5 lbs. @ \$.98	10 lbs. @ \$1.79	25 lbs. @ \$3.98
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GROUND FISH SCRAP

SO many customers who want to make a real showing on SWEET CORN, BERRIES, IN PERENNIAL FLOWER BEDS, ROSES, Etc., have asked us for our straight 10% plus FISH SCRAP that we have decided to make it available. A small handful to a hill of corn and Oh! what ears. It's got something that does the incredible besides 10% of Nitrogen which alone justifies the price.

PREPAID PRICES

5 lbs. @ \$1.89	10 lbs. @ \$2.98	25 lbs. @ \$6.59
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ALWAYS KEEP A
CAN ON HAND

SEPTO

IT Melts ICE AND
SNOW — Cleans
GARAGE FLOORS

ABOUT every ten (10) days use two (2) heaping tablespoonsful of SEPTO (like coarse granulated sugar) in each flush bowl. Let it dissolve and then flush the toilet. This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment later of SEPTO to possibly injure required bacteria.

CHEMICAL TOILETS

Dissolve a fourth ($\frac{1}{4}$ th) of a 10 lb. container (or $2\frac{1}{2}$ lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is $\frac{3}{4}$ th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand and especially around camps. Watch for splashes. Protect eyes. SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

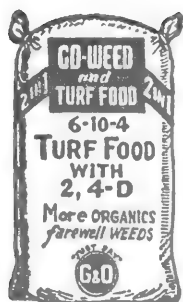
KILLING TREE STUMPS — See "STICKER LABEL" on package. Treat from stump top and around roots.

PREPAID PRICES

5 lb. can@ \$1.98 each 10 lb. can@ \$3.59 each
4 - 10 lb. cans (a case)@ \$12.89

We had to take a break here to tell you about SEPTO.

Now let's go back to plant food.



**NO MORE DANDELIONS
AND MOST OTHER LAWN WEEDS
(no more backaches)**

HAVING a nice lawn minus weeds, is the popular objective today. 2-4-D (Dichlorophenoxyacetic acid) is a real and safe control of most lawn weeds so why not just combine 2-4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop). 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

One dose of 15 lbs. of GO-WEED and TURF FOOD per 1000 square ft. of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area.

PREPAID PRICES

10 lbs.@ \$2.29 25 lbs.@ \$ 4.89
50 lbs.@ 8.89 80 lbs.@ 11.89



LEAVES, grass clippings, pulled weeds, clean and greaseless garbage free of big and hard lumps, and a lot of other waste plants in a garden contain the kind of organics that are necessary for good growth and for building permanently good soil but all of these cannot be used until they are converted into a rich, loamy condition and it is really easy to do this. To each bushel of such compost add 1 lb. of our mixture containing such "break-down" chemicals as Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone and Tobacco Dust. Full label directions.

We realize the difficulty of the average home gardener buying small enough quantities of each of these ingredients except at "drug store" prices and even then, we think they might be impossible to obtain.

PREPAID PRICES

5 lbs.@ \$1.19 25 lbs.@ \$3.89
10 lbs.@ 1.89 50 lbs.@ 6.89

GYPSUM

FOR IMPROVING SOIL CONDITIONS

It looks as though an extra word of praise should be said to support some increased sales of Gypsum amongst gardeners and home horticulturists. When the merits of Gypsum are known, and provided our prices on the 10-25-50 lbs. packages (the so-called hard to get sizes) are proved to be the lowest ever offered, you will see this same, and rightly PRICED SOIL CONDITIONER "lead 'em all." A 25 lb. bag treats 250 sq. ft. About 5 years ago they were advertising 20 times as much material to treat 250 sq. ft. and costing 25 times as much. Gardeners know better today. A lot of their knowledge comes from this F.S.B. Another good reason to always preserve it.

All gardeners know what Gypsum or Land Plaster is and how it has been improving and conditioning American soil for nearly 200 years.

- (1) It clears up water puddle spots in most cases by opening hard crusted surface drainage to a depth up to 10". We all have a condition in our gardens and lawn at some time akin to this.
- (2) It works better when spaded or spiked into soil.
- (3) Can be applied by hand or any kind of garden spreader.
- (4) It stimulates microbial decomposition in soil which increases formation of organics.
- (5) A good standard broadcast application is at rate of 2 tons per acre or say one pound to 10 sq. ft. or 100 lbs. to 1,000 sq. ft. or a garden of 25' x 40'. Apply in early spring and also in late summer when soil is dried out.
- (6) Apply Gypsum continuously for 3 years and see real soil improvement.

For the benefit of those who cannot get smaller sized packages of Gypsum locally to treat only 250-500 sq. ft. of hard crusted and poor soil, we have undertaken the packaging of 2 popular sizes and move as an accommodation to meet your demand for what we think is THE REAL AND NATURE'S OWN SOIL CONDITIONER and at maybe 1/20th to 1/50th of the cost.

PREPAID PRICES

10 lb. size@ \$1.69
25 lb. size@ 2.79
50 lb. size@ 4.69



(See Page 26)



BONE MEAL

PURE • GENUINE • UNADULTERATED



WE get a laugh every time we catalog and describe BONE MEAL and can you guess WHY?

For one reason there is no outstanding profit in the item and in fact hardly a normal profit so you stick it away in a corner of the catalog and feature something of higher analysis and price. That's probably true of everything else that's made.

BUT — there's something else about BONE besides its price.

There is the matter of safety. 95% of the women gardeners as well as 95% of the men "swear" by BONE. For roses, snapdragons, delphiniums and shrubs they "pile" it on and get the finest plants possible and for 5 years at a stretch. What more evidence does anyone want? So now we feature it. We have always sold and shipped more BONE MEAL in one year than many manufacturers handle in five.

BONE MEAL represents a durable, natural fertilizer, furnishing a steady source of plant food gradually becoming available by decomposition over a period of 2 to 3 years. When making a new lawn, use plenty of Bone Meal (5 lbs. to 100 sq ft.) The most concentrated food eaten by an animal goes into bone structure, so consequently Ground Bone should be and is infinitely better than the waste manure of the animal and is the last word in safety and lasting effect.

Safe to feed any kind of plant with good results everytime. Wonderful for Bulbs. IT'S PURE, UNADULTERATED BONE.

Put a glassful of Bone around a shrub one (1) foot high (above ground) and 10" wide, work and water in. You'll see results for 3 years.

There is a big difference in analysis and prices of Bone so don't be guided by price alone. Our Bone runs about 3½% Ammonia and 50% of Bone Phosphate of Lime and large Nurseries and Greenhouses use 10 and 15 ton loads and have for years.

PREPAID PRICES

5 lbs. @ \$.98	10 lbs. .. @ \$1.69	25 lbs.@ \$3.49
50 lbs. . @ \$5.98	100 lbs. @ \$8.89	

ALUMINUM SULPHATE

for ACID SOILS

ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.

As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE which technically is alum. SEE OUR Package for the most and all-inclusive directions on this material ever given in label directions.

PREPAID PRICES

1 lb. @ \$.49	10 lbs. @ \$1.89
5 lbs. @ 1.09	25 lbs. @ 3.89

IF YOU WANT AN "EYE-OPENER" IN YEARLY SALES INCREASES,
CHECK THIS PRODUCT — ALUMINUM SULPHATE

IRON SULPHATE OR SUGAR of COPPERAS

MOST of us know this chemical, that when fed as a plant food imparts that blue-purple color you get in Flower Blooms and especially in Hydrangeas. It's kind of a "tired blood" application. Apply a level tablespoonful to a small 2' x 2' Hydrangea about 10" from stalk and soak with water. Repeat every week until results are obvious.

PREPAID PRICES

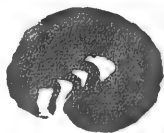
1 lb. @ \$.89	5 lb. @ \$1.98
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IMPORTANT:

Please Read Shipping Instructions
On Page 31



ANTI-BEETLE GRUB FORMULA NO. 3



MOST Easterners with a lawn or garden know that the adult Japanese and Asiatic Beetles that chew up almost everything that grows, **STARTS** with an egg, and a dirty white looking grub in the ground, and that is where our **BEETLE GRUB FORMULA No. 3** comes in because **IT IS A POSITIVE CONTROL FOR AT LEAST 3 YEARS** and most of our professionals say 5 years.

In April, May and June a new crop of Beetles emerge from the ground and in August and September a new crop of eggs are laid for emergency the next spring.

Our formula has more DDT, color producing superphosphate and other "KILLERS," and it takes 25 lbs., applied by hand or spreader to 1000 sq. ft. of lawn or garden area. Just treat, for a test, one area of 1000 sq. ft. of lawn and **DON'T** treat surrounding areas or use any other product on a check plot. Measure the period of control and see for yourself the degree of control.

Remember: Our product is non-poisonous to children, birds and pets.

PREPAID PRICES

Please Remit with Order — No C. D. D.'s Please

10 lb. pkg. (small 20' x 20' lawn)	@ \$ 1.98
25 lb. pkg. (for 1000 sq. ft.)	@ 3.98
50 lb. pkg. (for 2000 sq. ft.)	@ 7.69
*100 lb. pkg. (Express) (for 4000 sq. ft.)	@ 10.98

(*Prepaid via Express or Freight within 500 miles of N. Y. City)

1/2 BLOOD TANKAGE & 1/2 BONE MEAL

A GAIN, G&O supply another 100% ORGANIC NITROGEN and PHOSPHORUS mixture that cannot likely be bought anywhere except from an ORGANIC specialty producer, in which packaging field we are almost alone. This mixture runs close to 6 1/2% NITROGEN and 5 1/2% PHOSPHORIC ACID. Following your Fall seeding chore and when the new grass is up 1" apply 10 lbs. of this BLOOD, MEAT and BONE in late October or in late April to 750 sq. ft. (25' x 30'). In three weeks you won't recognize your own lawn. What a color and what a root system!

Very little nitrogen is released before frost. Everything "sleeps" then until late March, without the usual inorganic winter's "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, this mixture (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all of May, June, July and August.

PREPAID PRICES with your remittance

10 lbs. @ \$1.89 (Enough for 750 sq. ft.)	25 lbs. @ \$3.89 (Enough for 1800 sq. ft.)	50 lbs. @ \$7.29 (Enough for 3600 sq. ft.)
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PURE RAW BONE MEAL

WE have a rather select group of customers who want and are willing to pay for RAW BONE in preference to the cooked or steamed Bone. In the case of RAW BONE the analysis runs about 3.70 of Nitrogen and 45% of Bone Phosphate of Lime or nearly 12% of available Phosphoric Acid while the STEAMED BONE has about 2.40 Nitrogen (38% less than Raw) and say 15% of available Phosphoric Acid. One is as good as the other but naturally the raw lasts twice as long. In very scarce supply all the time.

PREPAID PRICES

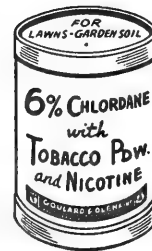
5 lbs. \$1.39	10 lbs. \$2.29	25 lbs. \$4.89
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6% CHLORDANE TOBACCO-NICOTINE GRUB PROOFER

CHLORDANE,
a new and effective
Insect Control
working in 3 ways:

- (1) By contact
- (2) When eaten
- (3) By inhaling its vapors



What terrific damage
grubs, weevils and
worms can do almost
overnight, to a
good looking lawn.

MOST any and every kind of an Insect or Grub that infests the soil like ASIATIC BEETLES, JAPANESE BEETLES, CHINCH BUGS, NEMATODES, WIRE WORMS, ROOT MAGGOTS, GRASSHOPPERS, CHIGGERS, SOD WEBWORMS, ANTS, SOWBUGS, SNAILS, CUT-WORMS, MILLIPEDS, LEAF CUTTING ANTS, SLUGS and CRICKETS. How can anyone fail to have at least ONE 5-lb. bag handy?

Suggest a "double look" before you pass this by. The TIME to use it is in March and April and also in early fall because the eggs are laid then and the SLUGS, WORMS, etc., WORK DOWNWARD, curl up and sleep until SPRING, when they COME UP, and before emergence they "murder" a good LAWN and ROSE BEDS, UNLESS this non-poisonous CHLORDANE TOBACCO & NICOTINE is there MIXED WITH THE TURF SOIL. GETS 'EM GOING DOWN and GETS 'EM COMING UP and the authorities RECOMMEND CHLORDANE AS A 3-5 year REMEDY AND WITH NICOTINE ADDED these PESTS ARE DESTROYED BY EATING, CONTACT and INHALATION.

We suggest an application as early as February 20th of 5 lbs. per 1,000 sq. ft. of LAWN or ROSE SOIL and washed in with HOSE water. Know HOW MANY POUNDS you are using and NOT THE SIZE of a package. A good big "Lot for the money" package may only weigh HALF the pounds you should apply — In the trade we call them TRICK PACKAGES. Don't be fooled.

When you see a CLEAN, SWELL LOOKING, NON-BLOTCHY LAWN NEXT SPRING you'll have occasion to say, "I give G&O a lot of that credit."

PREPAID PRICES

5 lbs. @ \$2.39	10 lbs. @ \$4.59	25 lbs. @ \$10.79
	50 lbs. @ \$20.98	

GO-NITE ORGANIC TANKAGE 10%

A GENUINE AND NATURAL ABATTOIR TANKAGE
WITH 10% NITROGEN

Don't confuse a product like this with a mixture of 1/2 TANK-AGE and 1/2 BONE MEAL as shown at the left, and which contains 6 1/2% Nitrogen as compared with over 10% of Nitrogen in GO-NITE, or almost 55% higher in the costliest element you can buy in Plant Food. Now EVERYONE can afford this product.

(1) It is all ORGANIC. (2) High in water insoluble and availability of Nitrogen. (3) Analysis is dependable. (4) Does not heat or burn out in storage. (5) Granular but not dusty. (6) Minor and trace elements. (7) For a luscious green apply one (1) lb. of GO-NITE to 100 sq. ft. of lawn or turf. Watch that 100% ORGANIC work for a whole year and the cost is so little. Two sizes only.

PREPAID PRICES

5 lb. pkg. @ \$1.29	25 lb. pkg. @ \$4.89
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MURIATE OF POTASH

MURIATE OF POTASH is a Potash salt containing 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Wherever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

PREPAID PRICES

5 lbs. @ \$.98 10 lbs. @ \$1.79 25 lbs. @ \$3.98

DRIED BLOOD

MANY gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

PREPAID PRICES

5 lb. pkg. @ \$1.59
10 lb. pkg. @ 2.59
25 lb. pkg. @ 5.29



8-6-4
TURFGANIC
8-6-4

(PLANT FOOD)

This is known as the Greenskeeper's "ALLY" and on some golf courses the two are inseparable because it is a NO-FILLER formula and it drills beautifully with 300 lbs. of Fish and Blood. Works wonders for a full year.

PREPAID PRICES

25 lbs. @ \$3.98 50 lbs. @ \$6.98
80 lbs. @ \$8.98

REPELLENTS

CHLORDANE 5%

ASURE killer of not only Ants, but Chinchbugs, Sowbugs, Chiggers, Jap Beetles, Webworms, Grasshoppers, Thrips, Southern Corn Root Worms, and Cutworms. See directions on our sifter top cans. Non-poisonous. HOW IT KILLS ANTS!!! Also Roaches, Silverfish, Dog Ticks, and Carpet Beetles. Convenient ½ lb. cans. Buy 3 cans and save real money. It keeps indefinitely.

We ship THOUSANDS OF PACKAGES OF 5% CHLORDANE TO OUR SOUTHERN TRADE AND ESPECIALLY INTO ALABAMA, LOUISIANA, ETC. Everyone likes our size package, 3" wide x 5¼" high. Saves buying a duster.

PREPAID PRICES — STILL WAY DOWN

½ lb. Canister @ \$.59
Special for 3 Canisters (a bargain) @ \$1.39



TERMITINE FOR TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Cresylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbonetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is refilled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass. Furthermore—TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on package (that's so important, especially in any kind of a chemical used for Termite control).

PREPAID PRICES

Gallon Can (for spot treatment) @ \$ 4.89
4 - 1 Gal. Cans (for bungalow size) @ 16.59
5 Gallon Drum @ 19.98



ANTI-DOG SPRAY

IT'S priced "down to earth." Over TWICE the quantity for almost HALF the price of competition.

This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80c for 3 ounces of some material when you can buy 8 ounces for 69c?

Doesn't seem to make sense, does it?

PROTECT Your lovely and expensive Evergreens, Shrubs, Boxwood, Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around ash cans or garbage pails and on vegetable barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

PREPAID PRICES

Half Pint @ \$.69 One Quart @ \$1.49
One Pint @ .98 One Gallon @ 3.98



P. D. B. TO KILL BORERS

BORERS go through four stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P. D. B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. It's hardly ever seen because they are inside of tree, but can be located by the frass or gum found exuding from the trunk and branches. Good for trees, peach trees, lilac bushes, etc.

Level and clean soil around tree. Make trench an inch deep and 2 inches from the trunk of the tree. Fill this with P. D. B. around at the rate of 1 oz. for an average sized tree, 1½ ozs. for large tree, ¾ of an ounce for tree four to five years old and about ½ ounce for a tree up to three years old. As soon as this is done make a mound of earth in the shape of a cone with the peak of the cone around the trunk of the tree and wet earth a little on the top. Stamp earth down with back of spade. Under these conditions will take three to six weeks for P. D. B. to evaporate.

PREPAID PRICE: 1 lb. pkg. @ \$.98

Enough for Many Trees and Shrubs

RABBIT REPELLENT

WITH SAFETY TO ALL, INCLUDING THE RABBITS

THE practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "ITSY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost.

Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.

Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something, or about 200 to 250 running feet of plant row (one side). NO SUCH VALUE EVER OFFERED BEFORE. Full directions for use on package.

Deserve an extra dozen "plugs" to induce you to see what a real repellent of pentachlorophenol, oil of mustard, nicotine extract, onion, garlic, asofoeditty and blood can do for your protection vs. rabbits.

Prices on ALL our repellents are 25% lower than any in U. S. A.

PREPAID PRICES — DOWN

1 lb. @ \$.69 5 lbs. @ \$1.89

THE MOST GENERALLY

**SATISFACTORY, SAFE & SURE
PRODUCT EVER
MADE IN U.S.A.**



PLANT



SPRAY



NON-STAINING • NON-BURNING

NON-POISONOUS • CAN'T CLOG

**WE ARE ASKED 200 TIMES A MONTH FOR THIS INFORMATION
Every Gardener Looks For The Quickest, Surest, Lowest Cost and
All Inclusive Control Possible To Get**

HERE IT IS—THE PROOF

Buy a quart of this PLANT SPRAY and then take one (1) cupful of it and put it in a clean ten (10) quart pail with forty (40) cupfuls of water. Now turn to Page 18 and see the third listed item, or 40% Nicotine Sulphate. Add one (1) tablespoonful of this to the above PLANT SPRAY AND WATER.

For Flowers, Shrubs, etc., we refer you to Page 4 where you will find ROSE DUST or SPRAY listed. Buy as little as one (1) pound and add to above mixture, one (1) heaping tablespoonful of this ROSE DUST or SPRAY. No gardener should complain about the work or expense involved up to this point. The total expense for all three products is only \$3.17, delivered, and this makes about ten (10) separate mixtures as above costing about 35¢ each, to liberally treat a garden 20' x 25' to control fifty (50) different kinds of BUGS, SCALE AND DISEASE. Can you think of anything nearer a panacea than this?

NOW FOR VEGETABLES

The same as for ROSES AND FLOWERS except instead of using the ROSE DUST or SPRAY, use TOMATO DUST or SPRAY shown on Page 8 and use as much. Save about 15% in cost over the first mixture. It doesn't take ten minutes to do the mixing and any remainder of the mixture that is not used can be stored in an old cleaned out gallon glass bottle for the next time. Always shake well before using.

You can't buy a SINGLE product to do half so much as our recipe and for twice the cost we have stated.

In 90% of control work, SPRAYING is BETTER (double in our opinion) than DUSTING which is a "lazy man's job" at best.

KILLS

APHID
THRIP
CATERPILLARS
WORMS
CHAFERS
ROSE BUGS
MEALY BUGS
CABBAGE WORMS
TOMATO WORMS
CORN BORER
WHITE FLY
BOXWOOD LEAF
MINER
JAPANESE & ASIATIC BEETLE
MEXICAN BEAN BEETLE
ALSO SCALE IN
CREEPING STAGE, ETC.



ON

ROSES
DAHLIAS
AZALEAS
SHRUBS
CAMELLIAS
RHODODENDRONS
HOLLY
BOXWOOD
FLOWERS
VEGETABLES, ETC.

THINK OF IT

A quart of this concentrated PLANT SPRAY that makes 35-40 quarts of finished or diluted (with water) Spray figures about three (3) cents for a quart of the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 6000 square feet for one application or nearly 1600 square feet for four applications which is usually enough per season. For a utility spray THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE, without burning the plant or leaving poison around to do some possible harm . . . YOU'LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.

ACTIVE INGREDIENTS—

Active Pyrethrum Extract	
(Pyrethrins)0625%
Nicotine Sulphate	
(Expressed as	
Alkaloid 1.20%)	1.60 %
Cresylic Acid	1.90 %
Vegetable Oil Soap ..	11.20 %
Lemongrass Oil	1.00 %
INERT INGREDIENTS	84.2375%
Total	100.00 %

PRICES

ONE-HALF (1/2) Pt. Makes about 2 gallons of finished SPRAY, sufficient to cover garden area of about 25' by 50' for one application \$.69
ONE (1) Pt. Double above98
ONE (1) Qt.—Special 'CUT' Price, 4 times as much as half pint 1.39
*ONE (1) Gal.—Special 'CUT' Price, 16 times as much as half pint 3.89
TWO One Gals. For larger gardens 6.98
(*Economy Size for Everything and for all year)



WEED & POISON IVY KILLER



**NON-INFLAMMABLE
EFFECTIVE
NON-CORROSIVE
NON-STAINING**



KILLS

- PLANTAIN
- THISTLE
- JOHNSON GRASS
- QUACK and CRABGRASS
- MORNING GLORY
- BURDOCK
- DEVIL BUSH
- SUMAC
- DANDELIONS
- MUSTARD
- CHICK WEED
- RAGWEED
- BRIARS
- NUT and WIRE GRASS
- ETC., ETC.

The glowing things that have been said about this product have sometimes been doubted right up to the time of a competitive "Killing" test with Road Commissioners and authorities present. We have never "come in" SECOND. You almost see the "weeds die as you apply."

When it comes to getting your MONEY'S WORTH, giving greater satisfaction, for 35 years, etc., we don't know how to say anything more about this product than what we have said. We have tired everyone including ourselves telling about the performance of G&O WEED AND POISON IVY KILLER but what a satisfaction to know that NOT ONCE have our claims been disputed or refuted after ONE trial and YOU will be able to say the same thing after an 89c purchase as well as if you had bought a carload.

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple — SAFE — time tested product.

Just READ LABEL DIRECTIONS and then proceed with confidence. DON'T USE ON LAWNS or in GARDEN BEDS.

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your WEED AND POISON IVY KILLER is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any Weed Killer, they have in mind killing a rank growth of POISON IVY, RAGWEED, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an IVY or SUMAC rash. They want a "do it up quick" product at the lowest cost per diluted gallon(and that means less than 10c for a coverage of 40 square feet). A purchase of a so-called

SELECTIVE \$4.00 to \$5.00 per quart product might be a total loss of effort and money.

Clean up a 10' x 30' Driveway, Gutter, Tennis Court or area of Poison Ivy, Sumac Ground Oak, etc., with one (1) Gallon of this "KILLER, Inc." Please place your order very early. The real time to hit Poison Ivy is in April-May.

Dilute one part of G&O Weed Killer in 10 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed. Treat POISON IVY before it leafs out and forms a mat; and don't forget Poison Ivy is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of POISON IVY is to put one pint of G&O MAGIC SPEED WEED KILLER in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early—the sooner the better!

PUBLIC SERVICE, OIL COMPANIES AND RAILWAY RIGHTS OF WAY. UNIVERSITIES, ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM. THE WEED HASN'T GOT A CHANCE.

YOU KNOW an application of G&O Triple Action WEED AND POISON IVY KILLER will "KILL 'EM ALL" or your PURCHASE PRICE IS REFUNDED.

"Name a Weed that it can't kill in half the time and at 1/3 to 1/10 of the expense"

PREPAID PRICES

Pint Size (for 100 sq. ft.) Mail.....@ \$.89
 Quart Size (for 200 sq. ft.) Mail ...@ 1.29
 Gallon Size (for 800 sq. ft.) Mail ...@ 2.98

5-Gallon Size (for 4,000 sq. ft.) Via Freight @ \$10.98
 30-Gallon Size (for 24,000 sq. ft. — 400 lbs.)
 Via Freight @ 57.89

DORMANT MISCIBLE OIL SPRAY

FOR Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Psylla, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts of water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Borer. G&O Dormant Miscible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous. Free flowing of most desirable viscosity. None better at any price.

PREPAID PRICES

One Pint.....@ \$.89 One Gallon...@ \$2.49
One Quart.....@ 1.19 5 Gal. Drum...@ 9.98

40% NICOTINE SULPHATE

THE standard effective contact spray for sucking insects and even some types of chewing insects. Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter.

Excellent for painting chicken roosts and delousing poultry flocks.

Also a good dosage for Red Spider and Crawling young scale.

Dilution: 1¼ teaspoonfuls to a gallon of water.

PREPAID PRICES

One Ounce Bottle (Small Garden)@ \$.49
Five Ounce Bottle (Big Garden)@ 1.29

DUSTING SULPHUR

A SUPERFINE dusting sulphur of practically micron sized particles. This costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other fungus growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is easy to apply. Often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

PREPAID PRICES

1 Pound @ \$.59 ea. 5 Pounds @ \$1.39 ea.

5% DDT DUST

USED TO CONTROL:—

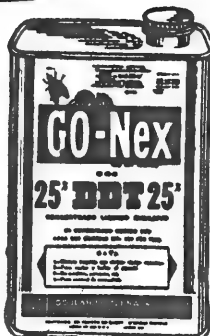
Japanese Beetles, Flea Beetles, Plant Bugs, Rose Chafers, Leafhoppers, Grape and Berry Moth, European Corn Borer, Corn Earworm, Cutworm, Thrip on "Glads" and certain other external chewing Insects.

A VERY popular control to have on hand at all times. The price is low and the coverage is very extensive. Our one (1) lb. sifter top can makes a practical duster which can be refilled from the larger 4 lb. bag so you don't have to buy a duster.

NOTHING AS GOOD FOR STORING
GLADIOLA BULBS.

PREPAID PRICES

1 lb Canister @ \$.79 4 lb. Package @ \$1.49
6 - 4 lb. Packages @ \$6.98



LIME SULPHUR SOLUTION

ALWAYS AN OLD-TIME FAVORITE

DILUTE one part to 7 parts of water as a dormant January-March application, and 1 part to 49 parts for the Summer Spray. Wonderful for control of Hard Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

PREPAID PRICES

Quart@ \$1.29 Gal. Can@ \$2.69
5 Gal. Drum @ \$11.59

WETTABLE SULPHUR

AN extremely fine grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 16).

WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens, Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans and Shrubs.

Add 2 tablespoonfuls of Wettable Sulphur to a gallon of diluted PLANT SPRAY (Page 16). Stir up, fill sprayer. Bugs and Fungi are destroyed in ONE DOSE. So easy and so inexpensive.

PREPAID PRICES

1 Pound@ \$.59 5 Pounds@ \$1.39

GO-NEX — 25% DDT

DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer, with no "regrets" of any kind. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death.

Remember — GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles. Wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Makes a milk-like mixture.

PREPAID PRICES

Quart Size (ample for medium yard)@ \$1.49
Gallon Size (ample for large yard)@ 4.59

GO-NEX 5% DDT

**LIQUID
FOR MOSQUITOES
FLIES • GNATS • WASPS**

Also for Clothes Moths and Certain Other Moths, Carpet Beetles, Roaches, Water Bugs, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Flea infested premises.

SPRAY GO-NEX liberally (but not sufficient to run on walls and ceilings of rooms) so that flies come in direct contact with spray. Wipe surface with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.

PREPAID PRICES — BIG SAVING

Pint@ \$.79 Quart@ \$.98
Gallon@ \$2.98

MOTH DEODORANT CRYSTALS

PERFUMED

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.

PREPAID PRICES

1½ lb. Package @ \$1.29, 5 lbs. @ \$2.98

MOTH DEODORANT COMPACTS

The same as our perfumed crystals except they are power pressed into discs about 2½" wide and 1" thick, then cellophane wrapped and 12 such compacts packed into a cylinder or tube to eliminate evaporation. Fine to put in bureau drawers, trunks, chests, closets, and on shelf in Bathrooms, Kitchens, etc. Good for sick rooms because the mild, refined aroma is not overpowering like so many of these sort of products. Not mixed with Naphthalene flakes to reduce the price. It's 100% pure volatile material. Put a cake in the bathroom.

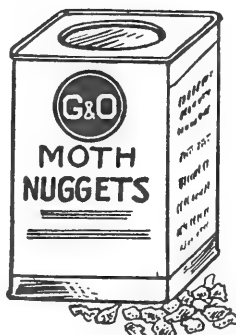
PREPAID PRICE

Tube of 12 Compacts (3 lbs.) @ \$2.98

PINE OIL



MANY of our gardening customers have a need for a powerful, active, clean and pleasant smelling PINE OIL DISINFECTANT and DEODORANT in their camps, summer homes, basements, kennels, etc. Here is a 5% Phenol coefficient product, 5 times stronger bacteriologically than pure carbolic acid vs. B. Typhosus



RID-O-SPOT

RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring most heavy or fine fabrics. We really believe and will **GUARANTEE** that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes, carpets, rugs and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.

PREPAID PRICES

½ Pint@ \$.69 Quart@ \$1.29
Pint@ \$.89 Gallon@ \$4.29

MOTH DEODORANT NUGGETS

BEFORE closing up the house for vacation **DO THIS**, and when you return you will be mighty **PLEASED THAT YOU DID SO**. Put a small handful of Nuggets in clothes and overcoat pockets, then a couple of big handfuls all over the upper shelves and on closet floors. Close doors tight. Then as you walk out and lock up, throw some all over carpets, rugs, chairs and davenports. Suppose you spend \$3.00 for this! Isn't that better than losing a \$100.00 garment by Moth Worms? The author of this F.S.B. wouldn't leave his house for 2 to 8 weeks without doing this and in 20 years hasn't even lost a sweater. What's more, no rats, squirrels and household bugs, because the Nugget gas just won't let them stay. This is also true of the **CRYSTALS AND COMPACTS**. Proof, put about 10 Nuggets on a chair where dogs and cats love to sleep and they won't even go near that chair for weeks and finally not at all. All this with complete safety. No stain, etc.

These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.

PREPAID PRICES

1½ lbs. @ \$1.19, 5 lbs. @ \$2.89

For Spring House Cleaning and
Extended Absence,
Case of 6 — 5 lbs. \$13.98

← DEODORANT & DISINFECTANT

organisms. Cleans the floors, flush bowls, urinals, etc. Can almost forget the cost because ONE part is mixed with 60 parts water. Think of it, 2 ounces to a gallon of water for about 6c to do a 5-room house. 100% safe and non-poisonous. Gallon size price cut over 20%. A real **BARGAIN**.

Quart — \$1.39

Gallon — \$3.89



Development of the highest grade Seed Formulas is like any other **QUALITY** research and development. You must first have the money to buy the right **KIND** and know your market of origin. Then an analysis study on germination and purity that defies humiliation, before all the seed experts.

Our seed business isn't the biggest, but we can guarantee that our seed customers are the most discriminating and that they **STUDY** these formulas and that their lawns are compatible with the \$100,000.00 home grounds as with the \$20,000.00 class. They all have that look of the greenskeeper's "touch." They go out of their way to tell us so.

How often have you stopped your car to enjoy a beautiful lawn? It's hard work, and expensive to attain. So why not use seed that you can depend upon, and with these perfect formulas below.

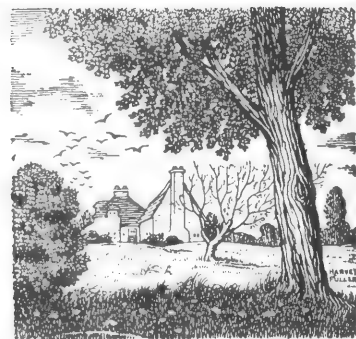
Lawn Seed



Skillman → SUN



Skillman → SHADE



SUGGESTION

1/2 lb. seed to 100 sq. ft.

Velvety - Green - Refreshing To See

Kentucky Blue Grass	49.00%	Germination	80%
Chewings Fescue	29.40%	"	90%
Highland Bent Grass	9.80%	"	90%
Perennial Rye Grass	4.90%	"	90%
White Clover	4.90%	" 70% H.S.	20%
Total Germination and Hard Seed			90%
Inert 1.40%	Crop 0.35%	Weeds 0.25%	

(Avg. well over 2,123,917 seeds per lb. for both grades)

We use 98% Pure Blue Grass and not the Standard 85% Blue Grass.

Try Sun or Shade. Which Shall It Be?

Kentucky Blue Grass	29.40%	Germination	80%
Poa Trivialis	32.50%	"	90%
Creeping Red Fescue	19.60%	"	90%
Highland Bent Grass	9.80%	"	90%
Chewing Fescue	14.70%	"	90%
Inert 3.55%	Crop 0.34%	Weeds 0.11%	

Consider: Our cost prices **WENT UP** \$10.00 per 100 lbs. for 1957. While we are **DOWN** in price over 5% on popular sizes.

Our **SEED CREED** still is: "We will throw the whole seed line out of our business **UNLESS WE CAN BUY AND SELL THE BEST SEED THAT MONEY CAN BUY.**"

The whole G&O line has too much at stake to risk its popularity or its 47 year management to market questionable lawn seed formulas for a saving of 5c to 35c a pound that might reflect a \$3.00 to \$4.00 saving to a patron for the whole lawn and then wind up with a **FAIR** or **AVERAGE** or **POOR LAWN**. Such a saving for such a result is just ridiculous and in fact **WE DON'T WANT THAT KIND OF BUSINESS.**

Consequently we alone, **OPENLY PRINT OUR ANALYSIS.** You then can take such analysis with you when shopping neighborhood stores, make comparisons and purchase accordingly.

Depend on one thing and don't be out-talked on it, the **HIGHER** the Kentucky Blue Grass content (with proper regard for the percentages of other lawn seed Grasses in the formula) **THE BETTER**, by far, will be the formula itself, naturally a little more costly per pound but in reality far **LESS COSTLY** per pound (considering labor, fertilizer, etc., investment) with a 10 to 1 assurance of getting a stand of grass that cannot be had with a seed that is low in formula and price.

This is true of anything. Particularly it is true in buying **LAWN** or **GRASS SEED**. Forget all the pretty advertising you read and see on television, handsome cartons, etc., and stick to one cardinal **FACT** (1) **THE FORMULA** (2) **THE PRICES OF THE DIFFERENT KINDS OF SEEDS** (3) **THE GERMINATION AND PURITY GUARANTEES OF THOSE SEEDS** (4) **THE SELLER'S REPUTATION.**

Surely, there is nothing difficult about doing this and if you truly want to hear remarks like this, "Isn't that a swell looking lawn," you must regard this advice and remember you got it from this **F.S.B.** with its open formulas.

AMERICA'S BEST SEED FORMULAS FOR FAR LESS COST THAN COMPETITION!

Making a NEW Lawn in Spring or Fall

Spade up or disc the earth and while the ground is rough and fallow in Spring or Fall, apply a 10 quart pailful of Tobacco Powder to 100 sq. ft. (or sections of 10' x 10') and add 3 lbs. of Cattle Manure on the same 100 sq. ft. Now begin raking out sticks and stones and roughly level off. At this point broadcast 1/2 lb. of Goulard's Formula to every 100 sq. ft. Sprinkle well. Two (2) days later apply 1/2 of a pound of seed to 100 sq. ft., lightly rake it in and roll down.

Some seeding directions recommend using so little seed that it is obvious a real stand of grass would be impossible, but nevertheless the expense would be little, which is the usual propaganda. A **GOOD LAWN COMES HIGH** in comparison with other gardening effort. When new seeding is well established in 30 to 60 days, apply a second top-dressing of fertilizer at the rate of 10 lbs. to 1000 sq. ft. (20' x 50') and sprinkle it and add any seed needed for backward spots remembering the thicker the good grass the less weeds and crabgrass, every time.

At the beginning of each spring, in late March, feed this new seeding.

PREPAID PRICES

(Both Formulas, just specify

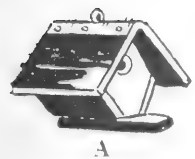
Sun or Shade)

1 lb. — \$1.19	10 lbs. — \$ 9.59
5 lbs. — \$5.39	25 lbs. — \$22.89
	50 lbs. — \$42.89

THE BIRDS HAVE ARRIVED

Doesn't That Lift Your Spirits!

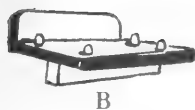
We don't want to sound conceited, but at the N. Y. Flower Show last year these bird houses and feeders sold "just like hot cakes." So beautifully made and of the best materials. Once seen you will be convinced that these will make happy homes for your bird friends. You help the birds and we will help you with the very lowest prices possible.



A Wren House

We are showing this for the first time in our F.S.B. Attractive, and carefully made, inexpensive, copper edge and screws even a little "porch" outside the door. What more can she ask?

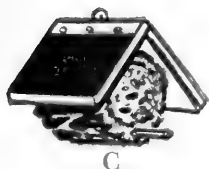
Prepaid Price \$1.89



B Robin Shelf

This is new... It's for robins and phoebes who like to build their nests in the open. Nail under the eaves of your house or garage.

Prepaid Price \$1.89



C Hollow Log Suet Feeder

So artistic. A real log filled with suet and all kinds of seeds. Practical too as it can be refilled. Even a perch to stand on. Copper screws and trim.

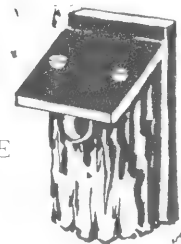
**Prepaid Price \$3.19 Refills \$1.19
4 Refills \$3.98**



D Hollow Log Blue Bird House

This one you can hang on your tree or hanger. To clean just unscrew the copper screws and lift the roof. Made from a hollowed log.

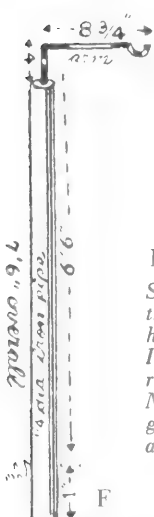
Prepaid Price \$4.59



E or

If you would rather fasten it to a fence post we have that too, see illustration.

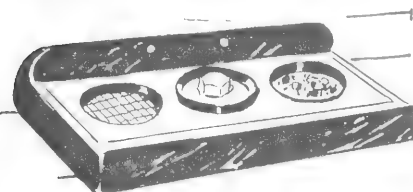
Prepaid Price \$2.98



F Outdoor Rodent Proof Hanger

So many people have begged us to make something the squirrels can't climb or reach into. We have tried several, but now we think we have it! It's an iron pipe 6' 6" high and with it is a steel rod with an arm to hang the house or feeder on. Now if this isn't sturdy and squirrel proof we give up! Did you know a squirrel will even walk a wire? But we're too much for him this time.

Prepaid Price \$2.89



G Window Sill Fountain Feeder

Isn't it nice to look out your dining room window and see the birds eating and drinking from this feeder. Many chirps and songs you will enjoy. The water is between the two food dishes and has galvanized wire cloth bottom for water or snow to drain off.

Prepaid Price \$2.59



H Hummingbird Feeder

We noticed so many hummingbirds around last summer (they are so fast you can scarcely see them), maybe it's because so many of our customers were nice enough to buy "stacks" of feeders, and in that way have encouraged them to live in their gardens. It's plastic, unbreakable. Fill it with 1/3 cup of syrup and water. Attractive colored flowers with green leaves.

Prepaid Price 98c Set of 3 \$2.59



I Bird Book

If you haven't a book of American Birds you really should get one. It's a great help for your children in their school work, and we do not expect to sell it again next year — better get one now or you'll be sorry! 160 pages, 256 species, maps and 25 quick data charts.

Prepaid Price 95c



J Dry Food Feeder

This was the feeder everyone enthused over at the Flower Show last year, and it is so effective seeing the colored seeds between the two glasses, and it's sun, wind and squirrel proof, with a roof to protect while he enjoys his meal. He's a very lucky bird. Copper Screws.

Prepaid Price \$4.39



K Wren House

This little Wren House is so inexpensive we couldn't resist putting it in. Slabs of cedar wood for the roof. It's just different and rustic. Better built for long wear.

Prepaid Price \$1.39



L Hollow Log Wren House

This is the bracket style. We don't know WHY but some wrens "go for" this type — guess they are like people — some like modern, some colonial houses. If you are having trouble attracting your friends, why not try this style. Maybe they want to "go modern."

Prepaid Price \$2.59



M Wild Bird Seed

Contains no dust, soot, chaff or filler. Wheat, peanut hearts, millet, sunflower seed, kaffir and other grains.

Prepaid Price

**5 lbs. \$1.59 15 lbs. \$4.29
25 lbs. \$5.98**



N Wild Bird Bath

So many people neglect having a bird bath on their lawn. This terra cotta dish that can be removed is resting on a black iron frame. It's 17 1/2" high, and really nice looking, you will enjoy their bathing fun.

Prepaid Price \$3.49

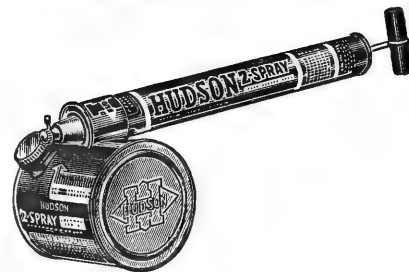


SPRAYERS



WE DON'T MAKE SPRAYERS OR DUSTERS. WE DO MAKE ALL THESE OTHER ITEMS IN THIS F. S. B. THAT ARE USED IN THEM, SO NATURALLY WE WANT YOU TO HAVE THE BEST AND LEAST EXPENSIVE TOOL AVAILABLE FOR THE JOB THAT YOU'RE DOING. WE'VE DONE ALL THE PRELIMINARY TESTING FOR YOU AND WE WILL REPLACE ANYTHING YOU DON'T LIKE FOR ANY REASON. WHAT MORE CAN WE SAY OR DO?

ISN'T IT CONVENIENT AND NICE TO GET YOUR MATERIAL AND YOUR APPLICATOR IN ONE DELIVERY? NOT 3 OR 4 TRIPS DOWNTOWN AND THEN AN ARGUMENT WITH THE STORE.



NO PREMIUMS LISTED ON PAGE 28 ALLOWED ON SPRAYERS

No. 444 - NEBULIZER

WE should begin with #444, a 27 ounce (almost a quart) capacity tank, with an 1½" filler opening. This will do an excellent job of spraying. A patented NEBULIZER sprays like a FOG that hangs "suspended." For the money you can't beat this 3 color lithographed design, heavy metal sprayer. Shipping weight about 11 ounces. Recessed and soldered into container cap. Pump 1¼" x 12". Leak Proof. 4¼" dia., 3¾" high. Get 20% greater knock-down of flying insects with 25% less spray material.

PREPAID PRICE \$.98

No. 433 - MERCURY

AND now we can step-up our FIRST OPERATION COST by recommending the MERCURY #433 with a FULL quart capacity. A CONTINUOUS 2-SPRAY all direction nozzle. Heavy tin plate lithographed in 3 colors. Lock seamed and sweat-soldered, 4¼" dia., 4½" wide and 1¼" filler cup. All brass, removable nozzle and spray tube. Shipping weight about 1¼ lbs.

PREPAID PRICE (You'll Like This Model) \$2.19

OUR LEADER →

OUR customers with over a half acre and up to 3 or 4 acres depending on how heavily planted, want a heavy duty rugged sprayer.

We call it the 220-B BUGWISER — 3 gallon SAF-T-LOK MULTI-SPRAY NOZZLE, 10" Brass Air-pack pumps with a 41" overall discharge.

Now listen carefully. It affords a combination of easy filling, simple closure and safe and easy opening unsurpassed in a tool of any kind. It really is a SAF-T-LOK closure of 3 gallon capacity. A full 10" brass pump, full seam-welded galvanized

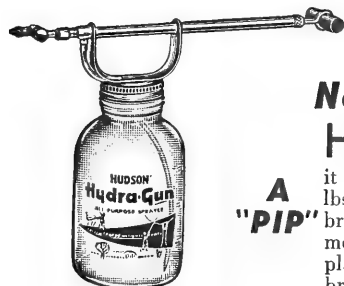


← No. 220B BUGWISER

tank. Full size discharge equipment with adjustable nozzle. Applies INSECTICIDES, FUNGICIDES, WEED KILLERS, TERMITE LIQUIDS, FERTILIZER SOLUBLES, WOOD PRESERVATIVES, UNDERCOATERS, WHITE WASH, CATTLE SPRAYS, WALL PAPER REMOVAL, and about everything else in liquid form you can think of.

We're serious this time so BRACE yourself and listen to OUR price which is so LOW that we can't sell a dozen for ANY LESS.

PREPAID PRICE — \$8.49
(As long as our supply lasts)



No. 119A HYDRA-GUN

HERE'S the ONE we like. It's called HYDRA-GUN #119-A SPRAYER and it develops with an easy arm stroke 150 lbs. pressure in single action. Seamless brass tubing. Easily disassembled by removing threaded brass end cap. Flexible plastic supply tube. Base is welded to brass container cap. Wait till you see the

wide beautiful misty spray this machine gives and it only weighs about 3½ lbs. packed. Glass jar is interchangeable with standard fruit jar.

PREPAID PRICE ea. \$ 5.69

*PREPAID PRICE for 2 (special) \$10.49

*It is not odd to find a house in the \$25,000.00 range of price with outside premises of a half an acre with TWO (2) of these WONDER MISTS on hand — one for the inside where POISONS are NOT used and one for the OUTSIDE where ANYTHING goes.

No. 9A COMPRESSION FAVORITE

THE "LADIES" (COMPRESSION FAVORITE) #9-A (and also a "honey" for men). It has a capacity of 2 gallons, but only a gallon and a half (1½) is generally used, which in most cases means about 15 lbs. in weight for the spraying material itself.

Look at the picture with its 5 ft. of plastic hose. You just set this 7½" x 11" filled tank on the ground (like one of these portable Vacuum cleaners in the house) and with the hose and attached brass extension arm, you can cover a 50 ft. circle. What could be better for small trees and ornamentals? What compression from a 10" brass pump! All complete in ONE carton. Lasts for years.

PREPAID PRICE \$10.49



DUSTER

No. 766C →

FINALLY we come to a DUSTER, because dusting is quick and a lot of gardeners haven't the time to do a real spray job.

We took all this equipment out in the field and tested it on roses, vegetables, etc., and in this case we selected THE ADMIRAL #766-C. It is supposed to be the world's best known hand duster with a 21" long extension



← THE ADMIRAL

ALL-ANGLE SWIVEL nozzle to reach the "hard" places. 2¾" filler cap for quick filling.

Self lubricated, extra-large plunger, discharges a POWERFUL air blast into powder chamber. Dust and air mixture passes through mesh screen and fans out into a cloud about a pound of dust. Capacity 2¾" x 6¾". A seamless tube 21" long and all direction swivel nozzle as drawing shows.

PREPAID PRICE — \$2.79

CESSPOOL CLEANER

Many of these kind of cleaners are almost straight dry Caustic Soda Compounds that do a fair "clean up" job but they also destroy much, or all, of the bacteria which is practically worse than nothing, and that prompted the RESEARCH on our part.

Our product is even better because it is much heavier than water and consequently sinks and coats side walls, bottoms and surfaces. In short, ONE (one-minute) APPLICATION:

- A. Removes solids and WITHOUT harm to bacteria.
 - B. Grease, grime and soapy residue from Cesspool walls disappear.
 - C. And grease traps are cleaned out.
 - D. Lets the water penetrate into the ground to stop Cesspool overflow.
 - E. And HOUSEHOLD drains are cleaned out immediately.
 - F. With all this, the BAD ODORS must go.
 - G. No damage to plant growth around the Cesspool.
 - H. And of course you save professional cleaning services which are mighty expensive.
 - I. And what is important, WE SELL FOR LESS THAN COMPETITION.
- NON-CORROSIVE, NON-ACID and NON-CAUSTIC TO METALS and PLUMBING FITTINGS.



Pour it "DOWN THE DRAIN." ONE application begins to work at once.

We have no desire or any reason to exaggerate the claims for this product. It is a solvent compound, heavier than water, that dissolves cesspool soapy, clogging and greasy solids.

True, many competitors claim permanent relief from the use of ONE treatment. Consider how the soil conditions surrounding one CESSPOOL may be perfect in drainage, while right across the street those same conditions might be the REVERSE and where a tankload of Solvent would be useless.

Keep after CESSPOOL overflows constantly, just like you regularly treat waste pipes for stoppages with drain pipe chemicals. THAT WOULD SEEM TO US TO CONSTITUTE A SATISFACTORY PRODUCT AND OUR LIMIT OF A GUARANTEE. We remind you again that this product is heavier than water so it sinks and sticks to walls and bottom where the grease, slime and soapy sediment forms and piles up.

PREPAID PRICES

1 Quart \$3.29

*4 Quarts \$11.89

* Think of it — you NOW SAVE over 20% in buying the Gallon size. SOME SAVING ON A RESEARCH PRODUCT by a nationally known group of RESEARCH CHEMISTS. Wouldn't you AGREE?

REALLY IMPORTANT

There are 2 VERY IMPORTANT PAGES to read in this Catalog.

FIRST: PAGE 31 tells you HOW we ship orders and on WHAT terms, etc. It is all clear and IF read, NO ERRORS CAN OCCUR.

SECOND: The FINAL advice. Read about the premiums on page 28. You really and honestly get them for NOTHING.

44"
Steel
TOMATO
ROD

TOMATO STAKING RODS (METAL)

Our 44" net high steel green enameled $\frac{1}{4}$ " dia. ROD is a "pet buy" for Tomato Staking. Two RODS to a bush. Stick 8" into ground at an angle away from bush. Then, using binder or other twine, tie bush to RODS through the "eye loops."

You couldn't buy second hand "one time" wood slats without the loops for such prices. Hardly visible, but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground for air circulation.

$\frac{1}{2}$ dozen	@	\$ 1.59
1 dozen	@	2.89
3 dozen	@	7.89
6 dozen	@	14.98

KEEP "EM" OFF
THE GROUND

JUMBO DAHLIA STAKES (WOOD)

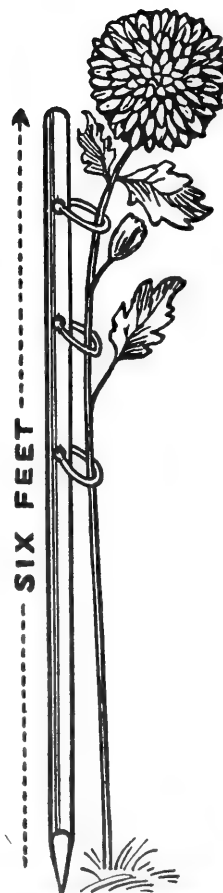
Dahlias, Gladiolas, Young Trees, and a score of other needs

In Big Demand for Many Uses

Made of rugged hardwood with 2 - $\frac{1}{4}$ " dia. (in error, picture shows 3 holes) holes to regulate respective heights of tall growing flowers, vegetables, plants and vines. Important feature because patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen up, work down and strip foliage or cut into stems or stalks. A quality stake. Not intended to compete with a soft wood stick or a lath. Painted green. Each stake weighs about 1 $\frac{1}{4}$ lbs.

For Bundle of 6	@	\$1.98
For Bundle of 12	@	3.69
For Bundle of 24	@	6.79
For Bundle of 36 Special*	@	9.98

*Only as long as our stock lasts.



BUY ONE DOZEN
"BETCHA" BUY ANOTHER. (Dozen)

Plant Props

**METAL
DURABLE**

SUPPORT those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy 4 and 6 gross at a time — and stores buy thousands.

So we appeal to you to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund.

Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 33 cents. You could hardly expect to pick up an old 66-inch rusty 1/4-inch diameter rod in a junk yard for 33 cents at today's price of steel, say nothing about forming, painting, packing and about 43 cents allowance for just the present outrageous parcel post charges.

We never fear embarrassment with our guarantee because for 25 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.

- 1—Being all steel, they definitely eliminate wood stakes with their unkempt rag and string ties.
- 2—They support a flower or plant better.
- 3—They are termite and rot proof.
- 4—They are priced so low that no gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—MADE IN LENGTHS OVERALL (END TO END) OF 16", 30", 42", 66" AND 78".
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

PREPAID PRICES

All These Prices Still Considered Clearance Prices

SIZE OVERALL — END TO END	1/2 Doz.	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
16" (Tulips, etc.)	\$.85	\$ 1.53	\$ 2.09	\$ 3.19	\$ 3.65	
30" (Giant Zinnias, etc.)	.98	1.69	3.09	4.19	6.59	7.59
42" (Delphiniums, etc.) Popular	1.19	1.89	3.49	4.98	7.98	9.19
66" ("Glads," etc.)	1.98	3.49	6.49	9.29	15.29	18.29
78" (Dahlias, etc.)	2.89	5.49	10.79	14.98	23.70	27.06

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 12% over one dozen units. The saving is up to 25% on purchases of 6 dozen of the popular sizes.



Does a fine plant-protection job. Can be saved for many years. The pictures tell the whole story.

IMPORTANT — As in all things there's a big difference in Wickets and these other Metal Items. The strength and durability is in the STEEL itself and our Wicket is 1/4" dia. not 1/8" or less, and then a coat of other material to simulate an optical illusion of equality of steel. Naturally the price varies for the thinner diameter of the steel.

Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keeps human and animal traffic away. Sturdy, green enameled. No scratchy prongs or square corners to hurt anyone. Sturdy 1/4-inch diameter steel. Lowest priced wicket.

Twelve of these WICKETS, overlapped about 1" make a neat, practical, "Keep Off Please" Fence about 12' long.

PREPAID PRICES

1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
\$2.89	\$5.19	\$7.39	\$11.69	\$13.32

Requires carloads of steel to only partially meet the demand for America's most popular PROP, at a price to "meet every pocketbook".

JUST SAY
G&O

PLANT PROPS
PAT. 2021303

THINK OF IT! ... THEY HANDLE EVERYTHING FROM A 6-INCH TULIP TO A 7-FOOT DAHLIA.

Help YOUR FLOWERS HOLD UP THEIR HEADS with PATENTED METAL PLANT PROPS

All heights shown are overall. Deduct 4" from 16 size and 6" from all other sizes for net height.

66" 42" 30" 16"

JUST SAY
G&O

METAL WICKET SHIELDS

12'

13'

1/4" DIA. STEEL ROD-END TO END 4"



DREAM PLANT LABEL

ZINC • SPIRAL WRAP • READABLE

NEAT • DURABLE • SAFE

FOR FLOWERS • VEGETABLES • TREES • SHRUBS

LOWEST PRICES

AS GIFTS • IN NURSERIES • IN GARDENS • IN POTS

EVER QUOTED
FOR
EVERLASTING
LABELS

How often has someone asked you for the name of your rose, flower, tree or shrub, and you've forgotten. Being a true gardener you are embarrassed. This zinc, spiral wrap, always legible and never rusts, is just what you want.

Some of you have given birthday trees to your children, or to those whom you care for. These Dream Labels are wonderful for writing the name, date and giver, and on the opposite side the variety of tree.

Give a box of these as a Christmas or Birthday gift. We will even wrap them the way you wish, if you request it.

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of rose, azalea, rhodo, dahlia, tree or shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS — seems just about the best chance plant life marking has had.

EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHANT AND WRITING APPLICATOR.

You can always buy the labels WITHOUT THE ETCHANT, if you prefer and very reasonably in any number.

PREPAID PRICES

- | | |
|--|--------|
| 1. "KIT SIZE" | \$.89 |
| Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator | |
| 2. "50 UNIT SIZE" (Trial Offer) | 1.39 |
| Contains 50 Labels, 1 oz. Bottle of Etchant and Applicator | |
| 3. "100 UNIT SIZE" | 1.98 |
| Contains 100 Labels with Etchant and Applicator | |
| 4. "1000 NURSERY SIZE" | 16.98 |
| With 1000 Labels, 5 oz. Bottle Etchant and Applicator | |
| 5. "1 OZ. ETCHANT WITH APPLICATOR" | .39 |
| (a little goes a long, long way) | |

WANT TO SEE ONE — IT'S FREE UPON REQUEST →

Fence RODS

PROTECTION

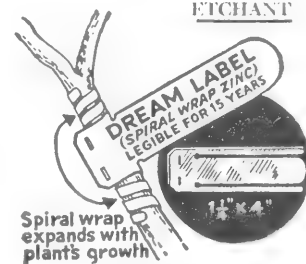
The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy 1/4" steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.

Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2 1/2'-4' plant. Dandy support.

PREPAID PRICES	33" (overall)	48" (overall)	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
	\$2.39	\$2.89	\$4.59	\$5.59	\$6.59	\$10.49	\$12.29
						12.98	14.98



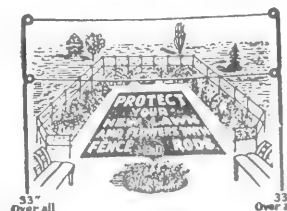
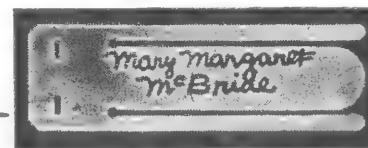
ETCHANT



ON THE TWIC



IN THE POT



GET ACQUAINTED
WITH 2 DOZ. EACH SIZE
AND BE PROTECTED

Do you recall that a few years back we published sort of a 4 season calendar of gardening like the one below and a lot of real growers commented favorably on it and preserved their copies. Contrary to belief it is much easier to write new stuff than to extract old copy that still LIVES and is even more applicable now than before.

SPRING

MARCH

Feed old plantings. Feed and renovate old lawns.
Treat lawns for Japanese beetle grubs.
Loosen mulch, if weather permits.
Dormant spraying before buds break.
Trim evergreens.
End of March, uncover and prune back H. T. roses and Floribunda roses.
Prune back dead or winter damaged wood from climbing roses.
Set strawberry plants and other berry plants.
Planting seed beds. Many vegetables can be started.
Plant fruit trees and flowering shrubs early.

APRIL

Time to plant all hardy plants, such as: Roses, flowering shrubs, trees, evergreens, hedge and perennials.
When planting make hole twice as wide as ball or root stock on plants and back fill with good soil incorporated with organic fertilizer.
Don't work the soil when too wet.
Remove all winter covering.
Feed and renovate lawns.
If Spring lawn seeding must be done, complete it as early in the month as possible.
Turn old compost pile.

MAY

Plant hardy plants; start cultivating.
Spray or dust for insects or diseases.
Spray birches for leaf minor and pines for sawfly (caterpillars).
Mulch broad leaved evergreens and check for lace fly.
Start crab grass control.
Raise lawn mower as high as possible.
Middle of month plant annuals.
Start compost heap.
Roses should be dusted or sprayed at 2 week intervals.

SUMMER

JUNE

Prune Spring flowering shrubs and deciduous trees including maples.
Still time to plant balled and burlapped plants and potted roses.
Remove finished blooms from roses and rhododendrons.
Spray evergreens for red spider, rhododendrons and azaleas for lace fly.
Spray or dust hollies and boxwood for leaf minor feed plants when necessary.
Spray or dust for Japanese or Asiatic beetles.
Dust or spray roses at 2 week intervals.
Prune climbing roses when through blooming.

JULY

Soak garden to a depth of 6 inches during dry spells and mulch.
Cultivate, dust or spray when needed.
Dust or spray roses at 2 week intervals.
Still time to plant balled and burlapped material and potted roses.
Stake tall growing flowering plants to prevent wind damage.
Final feeding of broadleaved evergreens.

AUGUST

Soak during dry spells.
Dust roses at 2 week intervals.
Start preparing the soil for new lawns and grub proof. Use Tobacco Powder.
Water and mulch thoroughly if going on vacation.
Relax and enjoy garden.
Consider Fall plantings.

FALL

SEPTEMBER

Now is the time to make the new lawn.
Feed and renovate old lawns, lime if necessary.
Start Fall planting of balled and burlapped material.
Plant perennials and peonies.
Continue cultivating and spraying or dusting if necessary.
Control peach borers with P.D.B.

OCTOBER

Plant roses and Spring flowering bulbs.
Continue planting of balled and burlapped material.
Feed shade trees with complete fertilizer.
Check borders for presence of mice.

NOVEMBER

Plant all hardy plants such as: Roses, bulbs, trees, shrubs and evergreens.
End of November cut back H.T. Roses and Floribunda Roses to 18 inches, and hill up with soil or sand, mulch with manure between hills.
Brace and cable your trees against winter ice storms.
Make sure all plants are soaked before Winter sets in.

WINTER

DECEMBER

Mulch perennials with salt hay, evergreens and shrubs with cow manure and oak leaves.
Trim surplus growth from evergreens and hollies (use for Christmas decorations).
In using outside decorations don't let electric light bulbs come in contact with foliage.
Purchase a living Christmas tree, and mulch location for planting same.
Order wild bird food from us.

JANUARY

Clean fence rows and property borders.
Dormant pruning.
Brush heavy snow from evergreens.
Feed the birds with G&O Food.
Inspect and care for garden tools.
Inspect stored roots and bulbs.
Plant living Christmas trees in permanent outdoor location.

FEBRUARY

Prune Summer and Fall flowering shrubs and shade trees, except maples, to improve appearance.
Dormant spraying if weather is favorable.
Feed the birds.
Plan garden improvements and changes for the coming year.
Contact your nurseryman for Spring planting.

**TABLE OF THE EQUIVALENTS OF THE COMMON CAPACITY UNITS
USED IN THE KITCHEN AND GARDEN**

Units	Fluid drams	Tea- spoon- fuls	Table spoon- fuls	Fluid ounces	1/4 cup- fuls	Gills (1/2 cup- fuls)	Cup- fuls	Liquid pints	Liquid quarts	Cubic centi- meters	Liters
1 fluid dram equals	1	3/4	1/4	1/8	1/16	1/32	1/64	1/128	1/256	3.7	0.004
1 teaspoonful equals	1 1/3	1	1/3	1/6	1/12	1/24	1/48	1/96	1/192	4.9	0.005
1 tablespoonful equals	4	3	1	1/2	1/4	1/8	1/16	1/32	1/64	15	0.015
1 fluid ounce equals	8	6	2	1	1/2	1/4	1/8	1/16	1/32	30	0.030
1/4 cupful equals	16	12	4	2	1	1/2	1/4	1/8	1/16	59	0.059
1 gill (1/2 cupful) equals	32	24	8	4	2	1	1/2	1/4	1/8	118	0.118
1 cupful equals	64	48	16	8	4	2	1	1/2	1/4	237	0.237
1 liquid pint equals	128	96	32	16	8	4	2	1	1/2	473	0.473
1 liquid quart equals	256	192	64	32	16	8	4	2	1	946	0.946
1 cubic centimeter equals	0.27	0.20	0.068	0.034	0.017	0.0084	0.0042	0.0021	0.0011	1	1/1000
1 liter equals	270	203	67.6	33.8	16.9	8.45	4.23	2.11	1.06	1000	1

Equivalents

1 centimeter—0.3937 inch
1 fathom—1.829 meters
1 foot—0.305 meter
1 hand—4 inches
1 inch—2.540 centimeters
1 kilometer—0.621 mile
1 meter—39.37 inches
1 mile (land)—1.609 kilometers
1 mile (sea)—1.853 kilometers
1 acre—4.840 square yards
1 cord (firewood)—128 cubic feet
1 liter—1.057 liquid quarts
1 pint, dry—0.551 liter
1 pint, liquid—0.473 liter
1 gram—0.035 ounce, avoirdupois
1 kilogram—2.205 pounds
1 ounce—28.350 grams
1 pound, avoirdupois—453.592 grams

Apothecaries' Measure

60 minims = 1 fluid dram
8 fluid drams = 1 fluid ounce
16 fluid ounces = 1 pint
2 pints = 1 quart
4 quarts = 1 gallon

Linear Measure

12 inches = 1 foot
3 feet = 1 yard = 36 inches
5½ yards = 1 rod = 16½ feet
40 rods = 1 furlong = 660 feet
8 furlongs = 1 mile = 5,280 feet
3 miles = 1 league = 15,840 feet
6,080.20 feet = 1 nautical, or sea mile

Area Measure

144 square inches = 1 square foot
9 square feet = 1 square yard
30¼ square yards = 1 square rod
160 square rods = 1 acre
640 acres = 1 square mile
1 mile square = 1 section
6 miles square = 1 township

Avoirdupois Weight

27-11/32 grains = 1 dram
16 drams = 1 ounce
16 ounces = 1 pound
100 pounds = 1 short hundredweight
20 hundredweights = 1 short ton = 2,000 pounds
112 pounds = 1 long hundredweight
20 long hundredweights = 1 long ton = 2,240 pounds

Weight

10 milligrams = 1 centigram
10 centigrams = 1 decigram
10 decigrams = 1 gram
10 grams = 1 dekagram
10 dekagrams = 1 hectogram
10 hectograms = 1 kilogram
1,000 kilograms = 1 metric ton

Cubic Measure

1,728 cubic inches = 1 cubic foot
27 cubic feet = 1 cubic yard

Dry Measure

2 pints = 1 quart
8 quarts = 1 peck
4 pecks = 1 bushel

Liquid Measure

4 gills = 1 pint
2 pints = 1 quart
4 quarts = 1 gallon

Surveyors' Measure

7.92 inches = 1 link
100 links = 1 chain = 4 rods = 66 feet
80 chains = 1 statute mile = 320 rods = 5,280 feet



RED SPIDER



POTATO BLIGHT



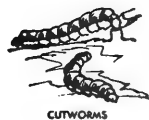
MEXICAN BEAN BEETLE



THRIP



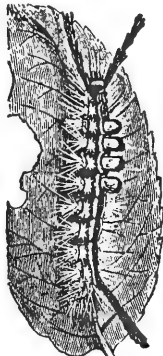
SNAIL



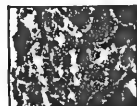
CUTWORMS



LACEWING



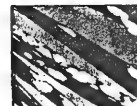
Tussock Moth Larva.



EUROPEAN ELM SCALE



SPRUCE GALL APHIS



PINE LEAF SCALE



APHIS



ROSE APHIS



GRASSHOPPER



ROSE CHAFER



ROSE LEAFSPOT



MILDEW



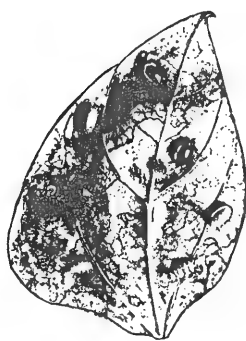
TARNISH PLANT BUG



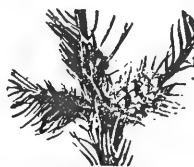
WHITE GRUB



Tobacco Worms, showing destruction to tobacco leaves.



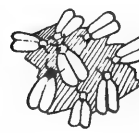
Different stages of Mexican Bean Beetle on eaten bean leaf.



Spruce Gall



TOMATO WORM



WHITE FLIES



SOW BUG



MEALY BUGS



SAN JOSE SCALE



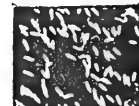
OYSTER-SHELL SCALE



JAPANESE BEETLE



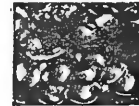
Potato Beetle



EUONYMUS SCALE



COTTONY MAPLE SCALE



PIT-MAKING OAK SCALE



Terrapin Scale



CODLING MOTH



CHICKEN LOUSE



ASPARAGUS BEETLE



ANTS



SLUG



ROSE HODGE



CATERPILAR



LEAF HOPPER



POTATO FLEA BEETLE

What a compendium of general information and especially for gardening intelligence in these 32 wonder pages — too valuable to set aside or mislay.

SELECT YOUR GIFT

Just check or write on your order the gift you desire that is in your price range.
It may be necessary to substitute should the stock become exhausted.

Gift No. 1 — \$5.00 to \$10.00

For the purchase of any number of articles in this F.S.B. amounting to from \$5.00 to \$10.00, our gifts to you are:

- 1 — Red Utility sponge pad for gardening or household use, size $6\frac{3}{4}" \times 13\frac{3}{4}"$ and $\frac{5}{8}"$ thick.
or, but not both
B — Green thumb gloves of chamois colored fabric for women, darker shade resembling leather for men. State size and whether for men or women. 3 sizes for women (small, medium or large) and one size for men (large).



A



B

Gift No. 2 — \$10.00 to \$25.00

For purchases amounting to from \$10.00 to \$25.00 our gift to you:

- C — Black wrought-iron trivet with white ceramic tile, hand painted in attractive design, and with cherrywood feet.
or, but not both
D — Hamburger Press of light colored cherrywood finished with hand painted "Rooster" design.



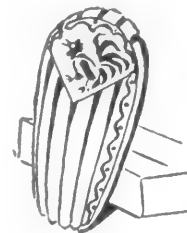
C



D



E



F

Gift No. 3 — \$25.00 to \$40.00

For this amount:

- E — There is no selection here as we are giving you both the cutting board of light cherrywood with "Rooster" design and the knife rack in the same wood and pattern. They are both handpainted.
or, but not both

- F — Knifeholder, hand painted "Rooster" design on clear mist colored wood.



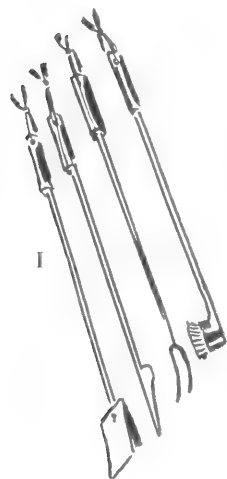
G

Gift No. 4 — \$40.00 to \$55.00

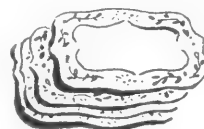
For this amount:

- G — Beautiful garden apron and gloves. Wear it in the kitchen too. Very attractive.
or, but not both

- H — Set of four small trays for snacks, TV or cocktails. Liquor and chip proof. In ivory color, decorated in gold. Really lovely.



I



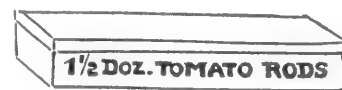
H

Gift No. 5 — \$55.00 to \$70.00

For this amount:

- I — 4 piece Bar-B-Q stainless steel 24" long fork, knife, basting brush and turner. Leather thongs on handle. Spare brush filler.
or, but not both

- J — $1\frac{1}{2}$ doz. of G&O Tomato Staking Rods.



J

Gift No. 6 — \$70.00 to \$100.00

For this amount:

- K — Scotch Cooler — 4 gals. Keep things cool or hot. 14" high x $11\frac{3}{4}"$ wide, with plastic separator tray. Triple insulation.
or, but not both

- L — Hawaiian Torch Lite. "The Night Beautiful" 7 ft. high (two pieces) wooden pole. Made of rust proof spun aluminum. Repels insects. Burns for 12 to 24 hours. For patio, barbecue parties, swimming or beach. Finished in gold and green.



K

L

Gift No. 7 — \$100.00 and above

For this amount:

- M — The "Smash Hit" — Hamilton Beach Mixette in baked white enamel selling for \$19.95 everywhere. Stands on end or hangs on the wall. 5 year guarantee.



M

IMPORTANT

DO NOT include the price of our PRIZEGRO "DEAL" (page 6) in the TOTAL of your order as qualifying for any of the GIFTS listed on this page BECAUSE the "DEAL" itself already includes that gift in the form of the FREE Bone Meal. This is obvious and manifestly fair, but still it should be emphasized so that no confusion occurs.

ORDER FORM

GOULARD & OLENA, INC. → SKILLMAN ←
NEW JERSEY

Date

DRY MATERIALS are Alphabetically listed & catalog page is noted in parenthesis (—), for quick reference. Very simple order form. Just circle or check material & sizes desired, extend amount or amounts under "Extension". Then add total amount. Mail in enclosed self-addressed envelope with remittance (please —no stamps unless absolutely necessary.)

PLEASE PRINT Name City
Street
(VERY IMPORTANT TO GIVE NAME OF SPECIFIC ROAD AND ROUTING, FOR TRUCK DELIVERIES)
Post Office State
R. R. Station A—ENTER ORDER AND SHIP B—Enclosing Check or M. O.
ABOUT (State When) C—Goods Needed by

Fold or crease at this dotted line and then tear off. Use both sides.

PRODUCT & SIZE	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION
DRY MATERIALS										
Page										
ALUMINUM SULPHATE (13)	\$.49		\$1.09	\$1.89		\$3.89				
ANTI-BEETLE GRUB #3 (14)				1.98		3.98	7.69		10.98	
BLOOD & BONE (14)				1.89		3.89	7.29			
BONE MEAL PURE (13)			.98	1.69		3.49	5.98		8.89	
BONE MEAL, PURE RAW (14)			1.39	2.29		4.89				
BULB FOOD (7)		.79	1.19	1.98		4.49	7.79			
CAMELLIAS (5-3-2) (5)			1.29	2.19		4.79	7.98			
CATTLE MANURE (9)			.98	1.79		3.49	6.29			
CHLORDANE 5%, Household (15)	1/2 lb. @ .59 Special for 3 Canisters \$1.39									
CHLORDANE 6% For Gardens (14)			2.39	4.59		10.79	20.98			
COMPOSTER (12)			1.19	1.89		3.89	6.89			
COTTONSEED MEAL (11)			1.29	2.39		4.98	8.98			
D. D. T. (5%) DUST (18)	1 lb. Canister \$.79		4 lb. pkg. 1.49		6/4 lb. pkgs. 6.98					
DRIED BLOOD (15)			1.59	2.59		5.29				
EVERGREEN-TREE FOOD (7)			1.19	1.98		4.49	7.79	2/50lbs.	12.98	
FISH SCRAP (11)			1.89	2.98		6.59				
GO-NITE (14)			1.29			4.89				
GOOD EARTH (9)			.98	1.79		3.79	4.98			
GOULARD'S FORMULA (10)					3.98	5.98	10.98	14.79		
GO-WEED, TURF FOOD (12)				2.29		4.89	8.89	11.89		
GYP SUM (12)				1.69		2.79	4.69			
HYGANIC (10)						3.89	6.98	9.89		
IRON SULPHATE (13)	.89		1.98							
MOTH COMPACTS (19)	TUBE OF 12 COMPACTS @ \$2.98									
MOTH CRYSTALS (19)	1 1/2 lb. @ \$1.29 5 lbs. @ \$2.98									
MOTH NUGGETS (19)	1 1/2 lb. pkg. @ \$1.19—5 lbs. @ \$2.89—Case of 6/5 lbs.—\$13.98									
MURIATE of POTASH (15)			.98	1.79		3.98				
NITRATE of SODA (11)			.98	1.79		3.98				
P. D. B. — BORERS (15)	1 lb. pkg. @ \$.98									
PRIZEGRO (6)			1.69	2.89		4.59	6.89		10.98	

PRODUCT & SIZE		1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION	
RABBIT REPELLENT	(15)	.69		1.89								
RHODO-AZALEA FOOD	(5)		.79	1.19	1.98		4.49	7.79	2/50lbs.12.98			
ROSE DUST	(4)	1.29	½ lb. 69	4.19	7.98							
ROSE★FOOD	(4)	.59		1.19	1.98		4.49	7.79	10.79			
SEPTO	(12)			1.98	3.59	4-10 lb. Cans @ 12.89						
STRAWBERRY FOOD	(9)			1.19	1.98		4.49	7.79				
SULPHATE of AMMONIA	(11)			.98	1.79		3.89					
SULPHUR – DUSTING	(18)	.59		1.39								
SULPHUR – WETTABLE	(18)	.59		1.39								
SUPERPHOSPHATE 20%	(11)			.98	1.89		3.89	6.98				
TOBACCO POWDER ★	(9)	.59		1.19	1.89		3.69	6.49	2/50lbs.10.98			
TOMATO DUST	(8)	.89	½ lb. 69	2.49	4.49		9.98					
TOMATO FOOD ★	(8)		.69	1.19	1.98		4.49	7.79	10.79			
TURFGANIC	(15)						3.98	6.98	8.98			
48% Triple Superphosphate	(11)			1.49	2.39							
Ureaform Granules	(31)						4.69	8.49				
WUND-O-BEST	(11)	1.29		2.89	4.59		9.69	17.89				
LIQUID MATERIALS		½ Pt.	P.NT	QUART	Gal.	4-1 Gals.	5 Gals.	30 Gals.	55 Gals.			
ANTI-DOG SPRAY	(15)	.69	.98	1.49	3.98							
CESSPOOL CLEANER	(23)			3.29	11.89							
DORMANT MISC-OIL	(18)		.89	1.19	2.49		9.98					
GO-NEX 5%	(19)		.79	.98	2.98							
GO-NEX 25%	(18)			1.49	4.59							
LIME SULPHUR Solution	(18)			1.29	2.69		11.59					
NICOTINE Sulphate 40%	(18)	1 oz. @ \$.49		5 oz. @\$ 1.29								
PINE OIL Disinfectant	(19)			1.39	3.89							
PLANT SPRAY ★	(16)	.69	.98	1.39	3.89	2 GAL. \$6.98						
RID-O-SPOT	(19)	.69	.89	1.29	4.29							
TERMITINE	(15)				4.89	16.59	19.98					
Weed-Poison Ivy Killer★	(17)		.89	1.29	2.98		10.98	57.89				
METAL PRODUCTS		Each	For 3	½ Doz.	Doz.	2 Dz.	3 Dz.	5 Dz.	6 Dz.			
33" FENCE RODS	(25)				2.39	4.59	6.59	10.49	12.29			
48" FENCE RODS	(25)				2.89	5.59	7.89	12.98	14.98			
TOMATO RODS	(23)			1.59	2.89		7.89		14.98			
WICKETS	(24)				2.89	5.19	7.39	11.69	13.32			
PLANT PROPS		No. . . . 16" @ \$			 66" @ \$						
	(24)	of 30" @ \$			 78" @ \$						
		Doz. . . . 42" @ \$										
SPRAYERS & DUSTER	(22)											
DREAM LABELS	(25)	KIT @ .89		50 "UNIT" @ \$1.39		100 "UNIT" @ \$1.98						
ETCHANT for same	(25)	1 oz. ETCHANT @ \$.39		1000 NURSERY @ \$16.98								
BIRD HOUSE HANGER	(21)	Hanger (Complete 2 Parts) \$2.89										
Bird Houses & Feeders	(21-31)											
JUMBO STAKES	(23)			1.98	3.69	6.79	9.98					
LAWN SEED		1 Lb.	5 Lb.	10 Lb.	25 Lb.	50 Lb.						
SUN formula	(20)	1.19	5.39	9.59	22.89	42.89						
SHADE formula	(20)	1.19	5.39	9.59	22.89	42.89						

**UREAFORM WONDER
GRANULES
20-10-5
FOR "POP EYE" LAWNS**

**NEW LAWN-TURF "WONDER
GRANULES"**

(Ureaform No-Filler with Vermiculate, Fish and Triple Superphosphate — No Burn)

This 35 units of Water Soluble Plant Food should make lawn grass "jump out of turf."

1. It creates a quicker "greening up" because it is water soluble.
2. Does not hurt grass germination.
3. Can be used any time of year whether in dry or wet spells, but better when grass is dry.
4. Monthly dressings during the whole season is O.K. Good for trees and shrubs at the rate of 10 lbs. in circular rows with 18" deep holes around a tree of 6" in diameter about 4' above ground level. Put ½ cupful Wonder Granules in each hole beginning 3' from trunk.

Don't buy "by coverage" but buy by **WEIGHT** of container. Some competitors say "Use 22 lbs. of a similar strength for covering 5000 sq. ft. (40 x 125')"

but we say use 25 lbs. for that area. Consequently, you can make cost comparisons when you know **WEIGHTS** and you can forget technicalities.

PREPAID PRICES

50 lbs. @ \$8.49 25 lbs. @ \$4.69
10% discount for 1000 lbs. and up

THE SKILLMAN "ALL AROUND" FEEDER

New, simple, easily refillable, non-soggy suet cakes or bakery goods **FEEDER** that makes a veritable rendezvous for the largest variety of unusual winter birds ever seen around your premises. Install two or three and "leave the rest to the birds."

- (1) Squirrel and Rodent proof when hung on wire.
- (2) No cleaning and self-draining in snowy or wet weather.
- (3) Made with rust-proof steel wire coated with thick enamel equalling the comfort and the protection of a "padded carpet" for the birds feet. So comfortable to birds that they can spot a **SURE MEAL SKILLMAN FEEDER** 500 feet away and then make a "bee line" for it where they can be confident of getting a "bang-up" nutritious meal.

PREPAID PRICE \$1.89



STOP! LOOK & LISTEN

"WHO PAYS THE SHIPPING COSTS?"

PLEASE take 3 minutes to read this section because as plainly as we have tried to guide you in ordering we have experienced cases involving correspondence and consequent shipping delays that never should have occurred with just normal attention to details that (1) save you money, (2) patience and (3) happy memory of your dealings with us.

ALL prices in this **BROADSIDE** include **PREPAID PARCEL POST** or **EXPRESS CHARGES** to **ALL POINTS**, east of or on the **MISSISSIPPI RIVER**, **EXCEPT** in the case of shipments of the 100 lb. size or larger quantity of **ALL** kinds of **FERTILIZERS** which are prepaid to points within 500 miles of N. Y. City by express or by railroad. Not all destinations in this wide 500-mile radius have express facilities so prepaid railroad shipments to such points would be mandatory.

Probably 90% of all our shipments are laid down **PREPAID** right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail **PROVIDED** the season was not so far advanced as to make delivery via rail impractical for use at planting time.

There is a **MORAL** to all this and we hope you find it possible to co-operate a little with us this year by **BUYING EARLY** and stating **WHEN** you want shipment made and approximately **WHEN** you expect to apply your Fertilizer. There is space on the **"TEAR-OUT" BLANK ORDER FORM** on Page 29.

➔ **DON'T FORGET** ➔

WHEN MAKING OUT ORDER — NO GIFT ON PRIZE-GRO



WHY NO C.O.D. SHIPMENTS

THERE are two sound reasons **WHY** all of our **F.S.B.** mail orders are handled on the basis of **REMITTANCE WITH ORDER** (Check, Money Order, or Cash).

- (1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.
- (2) **C. O. D.** shipments involve almost double the time in their preparation of shipping tags and postal red tape and **FINALLY** when these **C. O. D.** shipments reach the customer an extra postal charge is exacted for collection that the buyer doesn't like but we can't control postal rules.

Please "work with us" when you can do so, because with thousands of spring orders and a limited staff to handle them we have our share of troubles, too.

IT'S GOODBYE NOW



UNTIL NEXT YEAR (The Author's 50th)

